

Thermore Exhibits its Revolutionary Products at Outdoor Retailer Show

By [Staff](#) / January 23, 2013 /

Italy/ United States - A busy New Year full of great new projects lies ahead for Thermore, the company founded in Milan in 1972 and now global leader in the research, production and marketing of thermal insulations. This success story proves that what is essential is not always visible to the eye: Thermore® products may be hidden beneath several layers, but they make a difference, meeting needs across the board, whether in sports apparel or fashion items. Thermore® insulations are unique: highly resistant, they offer maximum warmth even in freezing temperatures, while doing away with traditional bulky padding.

Thermore's latest innovation, making its debut appearance after a year of research, is Thermore Pro® , providing unrivalled insulation. Created to meet the needs of outdoor apparel, where warmth and water repellence are top priority, it is soft and warm, with thermal properties superior to competitive products by at least 10%; it has a uniform structure and is made with 50% recycled fibre. These qualities make it the best water-repellent and sustainable product currently on the market.

The benefits of the entire Thermore range, the results of 40 years experience, are enjoyed by numerous producers who have obtained a significant upgrade in the performance of their toughest garments. This market leader is a firm favourite also because of its outstanding sensitivity towards the environment. It is no coincidence that the flagship Classic line (made up of 50% GRS certificate* PCR post-consumer recycled polyester fibre and Rinnova (with an amazing 100% GRS certificate * PCR polyester fibre) continue to be market scene-stealers.

And there's more: specific analysis test reports have confirmed that these lines, together with the New Thermore® Pro, are totally devoid of PFOA and PFOS (perfluorooctanoic acid and perfluorooctane sulfonate), non-organic chemical substances whose use in outdoor clothing has recently been exposed by Greenpeace as being harmful for human beings and highly polluting.

These are all good reasons to be presented (booth #38045) at the next edition of OR Show (Salt Lake City, 23-26 January) full of energy and pride! Outdoor Retailer is the tradeshow venue of choice for the outdoor specialty industry.

Numerous brands choose Thermore® insulations for their collection, among the others Fjallraven (presented at OR Show, booth #24009), which relies on Thermore® Classic for its Greenland Winter Jacket.

OR will be a major event for Thermore itself, present with a special area designed to illustrate its research results.

Source: Thermore