

Isbjörn and Thermore together for kidswear!



A busy year full of great new projects lies ahead for Isbjörn, the Swedish company founded 2005 by Maria Frykman Forsberg and Camilla Schmidt. The ISBJÖRN collection offers all the necessary layers your child will need to be active and warm outdoors, at school or with the family. A key to Isbjörn's success is that they don't just offer clothes that resist the toughest climates and wear, but have brought true product sustainability into the childrens wear

market. They do this by offering products of the same high quality as premium adult outdoor wear and also by taking an environmentally friendly approach when choosing materials.

Isbjörn of Sweden produce high quality clothing that last. They are proud of each new garment they make from sustainable materials and via more environmentally friendly production methods. To visualise their environmental focus they use the 4 R's Reduce, Reuse, Repair, Recycle as their guiding star.

Premium quality, performance and sustainability are the driving factors behind Isbjörn's choice of **Thermore® Classic** for its entire ski padded collection. Thermore® Classic is the most popular article of the Thermore portofolio which utilizes 50% recycled fibres (derived from post-consumer plastic bottles) and offers all the performance and design friendly options customers have come to expect from Thermore.

Classic offers excellent warmth, a soft hand, easy care, and is available in various weights and thickness options to meet every need. **Thermore® Classic is GRS* certified** and, as for all Thermore products, specific test analysis reports have confirmed this product to be 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.

The strength of this cooperation lies in delivering real, key values for kidswear:

- a great design collection that fits all Isbjörn criteria
- a collection with comfort, security, performance and freedom to move all in one garment
- high wash resistance to enable weekly cleaning
- excellent stability for rough and tumble children's play and superior insulation without extra weight



The Isbjörn collection featuring Thermore® Classic, will displayed at Ispo, the leading international sports business trade show at the Isbjörn booth...

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Thermore Company Profile **thermore.com**

Thermore, founded in 1972 in Milan, is a worldwide leader in the research, production and marketing of thermal insulation for apparel and sleeping bags with operations in Europe, the USA and Asia including production facilities in Thailand and offices in Hong Kong. The global presence of the Thermore Group makes it possible for international clients to benefit from Thermore's market-leading experience at a convenient and cost effective price point. Thermore's focused dedication to its "Set Yourself Free" philosophy has resulted in products that keep the end user in their body temperature comfort zone while offering maximum freedom of movement.

The latest introduction of the new Classic product line, featuring 50% (PCR) polyester fibers, and Rinnova, with a content of 100% Post-Consumer Recycled fibers, brings Thermore to the forefront in the development of high performance components with a strong focus on sustainability. Thermore's flexible thermal insulation portfolio is particularly well suited for the outdoor and fashion industries, which can benefit from their proprietary scrim-less design and fiber migration treatment.

Thermore's current product range includes Classic, T37[®], Ecodown[®], Rinnova.

Thermore is a member of the Italian Outdoor Group (www.italianoutdoorgroup.it), Outdoor Industry Association (www.outdoorindustry.org), SnowSports Industries America (www.snowsports.org) and of the Camera Nazionale della Moda Italiana (www.cameramoda.it).

Thermore[®] is a registered trademark of Fi.Si. Fibre Sintetiche spa.

Textile Exchange **textileexchange.org**

Textile Exchange (formerly known as Organic Exchange) is a 501(c)(3) non-profit organization incorporated in 2002. They operate internationally and are committed to the responsible expansion of textile sustainability across the global textile value chain. Textile Exchange is headquartered in the USA with staff and contractors located in eight countries.

*GRS: Global Recycle Standard certification is administered by the Textile Exchange for companies making or selling products with recycled content. The standard applies to the full supply chain and addresses traceability, environmental principles, social requirements and labeling.