

Isbjörn and Thermore Together for Kidswear!

By [Staff](#) / February 2, 2013

Milan, Italy – 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 produces 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 portfolio 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 be displayed at Ispo, the leading international sports business trade show at the Isbjörn booth.