



Thermore

The firm revives its launching slogan and presents a new avant-garde product: made of air and lighter than ever on people and the environment

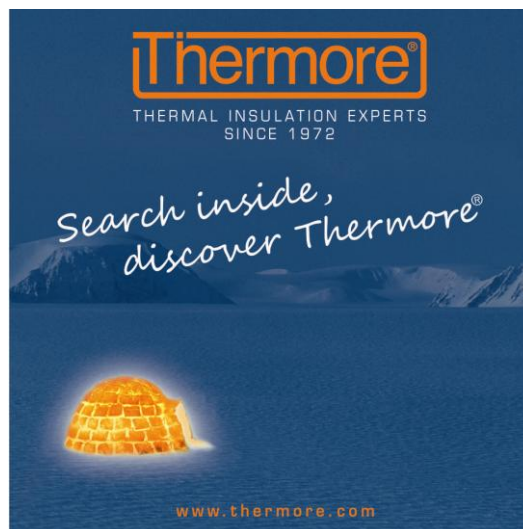
'Search inside, discover Thermore': the new message from this company leader in the research, production and marketing of thermal insulation, returns to its origins with the slogan that started it all back in the 1980s when Thermore was launched. *Search inside*. A concept that's never been more pertinent or essential, in an age when outward appearance, what we see, is more important than what lies hidden from view but still plays a fundamental role: without which, nothing would be as it seems.

It is not easy, nowadays, to describe a product like thermal insulation that's difficult to see and therefore to judge. Until you wear it, that is. That's when Thermore innovations begin to talk, expressing their unique capacity to satisfy widely disparate needs, from sports and tech garments to the fashion and trendy. That's when they tell you about their ultra-lightness, their capacity to regulate body temperature and to do away with uncomfortable and unsightly traditional thermal insulation, to allow total freedom of movement and maximum thermal protection.

Garments made with Thermore® thermal insulation need to be searched for, discovered and tried out in the most difficult conditions. Garments made with Thermore® thermal insulation need to be experienced. The advantages they offer are the results of over 40 years of know-how, now made popular by the same advertising campaign with which this company, founded in Milan in 1972, presented its revolutionary products to the world. Since then research at the highest levels has never stopped, and it's still ahead of its time.

From this perfect mix comes Thermore® Aria, the latest line of avant-garde Thermore® products. Light as a feather and made of 98% air, the new thermal padding is extremely voluminous and light, ideal for contemporary garments like ultra-light down and packable down jackets, perfect for pressing and 'packing' to reduce to a minimum, for absolute easy care!

Thermore® Aria uses certified Oeko-Tex raw materials. Test reports of specific analyses have declared the product to be non-allergenic, highly breathable, non-toxic and, in particular, free of PFOA and PFOS (perfluorooctanoic acid and sulfonate), non-organic chemical substances recently denounced by Greenpeace as being dangerous for humans and highly polluting. Like all Thermore innovations, these qualities are hidden from sight. Yet they are fundamental, and noticeable as soon as the garments are worn. If you demand excellence you need to search 'inside' things. If the best is what you're looking for, Thermore is what you'll find.





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, Pro.

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.

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