

Thermore presents new Ecodown Fibers collection

By Fiona Haran 07 September 2020

Milan-based insulation specialist Thermore is showcasing its new Ecodown Fibers collection at WTIN's Innovate Textile & Apparel virtual trade show (15-30 October).

The Ecodown Fibers line was first introduced to the market in 2018, presenting the industry with a free-fibre product that offers softness and warmth as well as excellent durability. In 2019 Thermore added colour to the mix – the success of which led to the opening of a new factory in Asia to keep up with demand. Moreover, in order to guarantee quality of the finished products, Thermore launched the Ecodown Fibers Factory Audit System, with more than 200 vendors in Asia being audited as of today.

Thermore believes that blown-in fibres represent the future of the insulation market, and that using Thermore's advanced technology and know-how will be the key to the success of this category.

"It is now time to bring the free-fibre platform to the next level," says a Thermore spokesperson. "Thermore is the first global insulation company in the world to expand blown-fibres into a full collection, to fulfil most designers' needs and even dreams."

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Thermore booth

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The new expanded offer now includes Ecodown Fibers 2.0, a 'super puffy' blown-fibre product suitable for wider baffle widths (up to 20 cm). According to the company, it offers 'amazing loft and visuals that are unmatched in the industry'. What's more, Thermore's proprietary technology regulates warmth and avoid over-heating, thus keeping users comfortable.



ECODOWN® FIBERS LIGHT
Packable warmth

Thermore
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The Ecodown Fibers Light collection is packable for on-the-go convenience

On the opposite side of the spectrum, Thermore is launching the innovative Ecodown Fibers Light, which delivers an extremely soft, yet ultralight free-fibre insulation that is 20% warmer than comparable products. Ecodown Fibers Light is also said to be highly packable, which makes it ideal for people on the go. Ecodown Fibers are also resistant to clumping and are made of 100% recycled fibres from PET bottles.

"When you add it all, Thermore is offering a full-force product line with five different free-fibre items," says the company. "This new collection of Ecodown Fibers products has evolved to meet the specific needs of various markets and offers something for everyone."

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