



THERMAL INSULATION EXPERTS
SINCE 1972

THERMORE LAUNCHES NEW PRODUCT THERMORE® ARIA

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.