



P.U.R.E. GENIUS

With PrimaLoft® P.U.R.E. technology, we've transformed the manufacturing of synthetic insulation to drastically reduce the carbon emissions produced during the process. This first-of-its-kind disruption to traditional manufacturing methods represents another leap forward in our commitment to being Relentlessly Responsible™.

Converting production of PrimaLoft® Gold Insulation to P.U.R.E. manufacturing technology results in:*

40%
REDUCTION
in Carbon Dioxide emissions

CO₂

348,111 lbs.
of Carbon Dioxide reduction

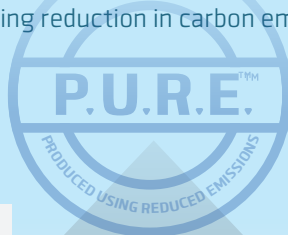
438,617 MILES
of Carbon Dioxide savings

Enough to drive around the Earth
17.6 TIMES

*Calculations based on single-year production of 4,000,000sqm PrimaLoft® Gold Insulation. Calculations verified by independent third-party, SGS North America, Inc.

P.U.R.E. MANUFACTURING

PrimaLoft® P.U.R.E. technology disrupts traditional manufacturing by removing the need to use heat to bond insulation fibers. Our proprietary technology has been engineered specifically to bond and cure through exposure to air, instead of the heat from an oven. The result is a sweeping reduction in carbon emissions.



TRADITIONAL MANUFACTURING PROCESS

Step 1:
We start with 100% recycled fiber

Step 2:
The fibers form the framework of the insulation structure

Step 3:
Hot ovens "cook" the insulation to bond and stabilize the fibers

Step 4:
Finished insulation product is packaged and shipped to garment manufacturers

Step 5:
100% recycled, high-performance insulation is included in your favorite garment!

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