

INTRODUCING **PRIMALOFT**_® BIO[™]

As the experts in advanced material technology solutions, PrimaLoft has set sustainability forward with the first-ever 100% recycled, biodegradable* synthetic fiber, for insulation and fabric applications.

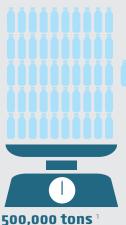
Because we believe there is always a better answer. One of the ways PrimaLoft is Relentlessly Responsible™.



What We're Up Against



Second to oil¹ the clothing industry is the largest pollution creator in the world.



of plastic microfibers are released into the ocean each year from the washing of textiles – equivalent to more than 50 billion plastic bottles.

= 1 billion

plastic bottles

1 Source: Ellen MacArthur Foundation: A New Textiles Economy. Redesigning foshion's future

2 Source: "Production, use, and fate of all plastics ever made" by R.Geyer et al., Science Advances



Less than 10%² of plastics produced globally are actually recycled.

A Better Answer

Recycling alone is not enough. Insulation and fabric made from biodegradable* fibers combats plastic waste at the material level. Additionally, PrimaLoft[®] designs its insulations and fabric to endure and withstand the rigors of repeated, multi-year use - increasing its usable life cycle.

Synthetic insulation and fabric are to be found in:











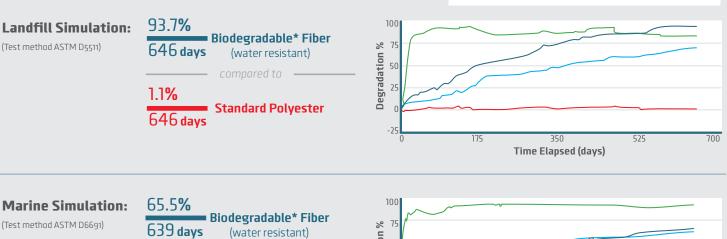
Biodegradable* Fiber, non-water resistant

Standard Polyester

Outerwear Accessories Bedding Sleeping Mid Layers Bags PRIMALOFT 4 the first-ever synthetic insulation and fabric made from 100% recycled, biodegradable* fibers PrimaLoft specializes in advanced material technology solutions What's Left? The biodegradation* process leaves behind Water, Methane, CO₂ and Biomass 4 0 💙 PRIMALOFT. BIO' THE **FIRST-EVER** SYNTHETIC INSULATION AND FABRIC MADE FROM **BIODEGRADABLE* FIBERS** the naturally-occurring microbes found in these environments



(Test method ASTM D5511)



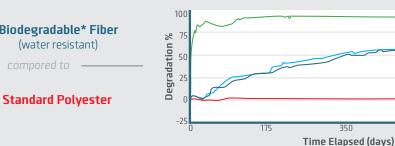
Graph Key

Cellulose (office paper)

Biodegradable* Fiber,

water resistant







1.5%

 $639 \, \text{davs}$

700

575