

ALLIED  
FEATHER  
+ DOWN

**TRACKMYDOWN**  
.com



TrackMyDown was launched in the Fall of 2015 to coincide with the release of the first Responsible Down Standard labeled products. Though there is not direct connection between ALLIED's TrackMyDown and the standards, we see them as complimentary.

For years prior, ALLIED had built an internal automated database that tracked every cluster of down from the farms through shipping, production, blending and all the way to the factory. This allowed an unparalleled level of traceability for our partner brands, but as animal welfare and transparency became a consumer concern, we knew we could use this database to bring this level of transparency, traceability and knowledge to anyone thinking about purchasing a down product.

The launch of the standards was an important step in the right direction in terms of verifying supply chains, but they do not come close to communicating the subtleties of down to the end user. They simply state that the material came from an audited farm.

TrackMyDown was created to not only bring an unmatched level of traceability, but help educate the consumer on what makes down both the best insulation on and for the planet.

Down is a complex insulation, it's our goal to help educate consumers to help them make informed decisions.





N° 13150315388

BRAND: MONTANE  
SPECIES: WHITE GOOSE  
ORIGIN: EUROPE  
FILL POWER: 850  
TREATMENT: HYPERDRY  
CERTIFICATIONS: OEKO-TEX® STANDARD 100 bluesign APPROVED

TRACK MY  
DOWN



N° 13150315388



To learn more about the lot pages, please feel free to use the following lot number to view an example of a live lot:

13150315388

Lot pages on TrackMyDown offer the user far greater information and knowledge about their down than any current sourcing standard.

End users can learn about origin, fill power, treatments, cleanliness and contents. Additional informational pages also highlight the complexity of down itself, what makes it such a great and sustainable insulation and the difficulty and need for responsible sourcing.

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ALLIED DOWN WASH DOWN 101 DOWN CARE RESPONSIBLE SOURCING PARTNERS EN ▼

ISPO Award 2019 Gold Winner

POLAND ROMANIA  
MOLDOVA UKRAINE

The European White Goose Down we sourced for this lot comes from Hungary, Poland, Romania, Moldova and Ukraine, in most cases, the final lot of down is blended from various sources—much like when to build an insulation with the exact properties needed for this product. These regions tend to be much colder than others and the birds are slightly larger producing an extremely high quality, luxurious down. These regions are also known for a particular sub-species that provides an extremely white feather and down. Since ALLIED does not use any dyes when processing, it is important that our White Goose Down comes from such sources.

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FILL POWER

Fill Power is a measurement of volume that defines the amount of air a given amount of down can trap. This "fluff" is measured in cubic inches per 30 grams of down and is used to determine the insulating quality of the down. The higher the Fill Power, the greater the warmth-to-weight ratio will be.

When down is sold for manufacturing, an average Fill Power is designated for sale. Through the manufacturing process and simple handling, the material can lose a small amount of its original loft and we understand that. At ALLIED, our commitment to providing the finest product in the world means we will always provide material that tests beyond that initially quoted to account for this loss through manufacturing. It's our goal that our partner's product meet or surpass the marketed fill power even after manufacturing and shipping.

We are able to verify the actual Fill Power of each lot so you can see exactly what is in your product that is keeping you safe, comfortable and warm.

Verified Fill Power  
850

Stated Fill Power  
800

TRACK MY DOWN

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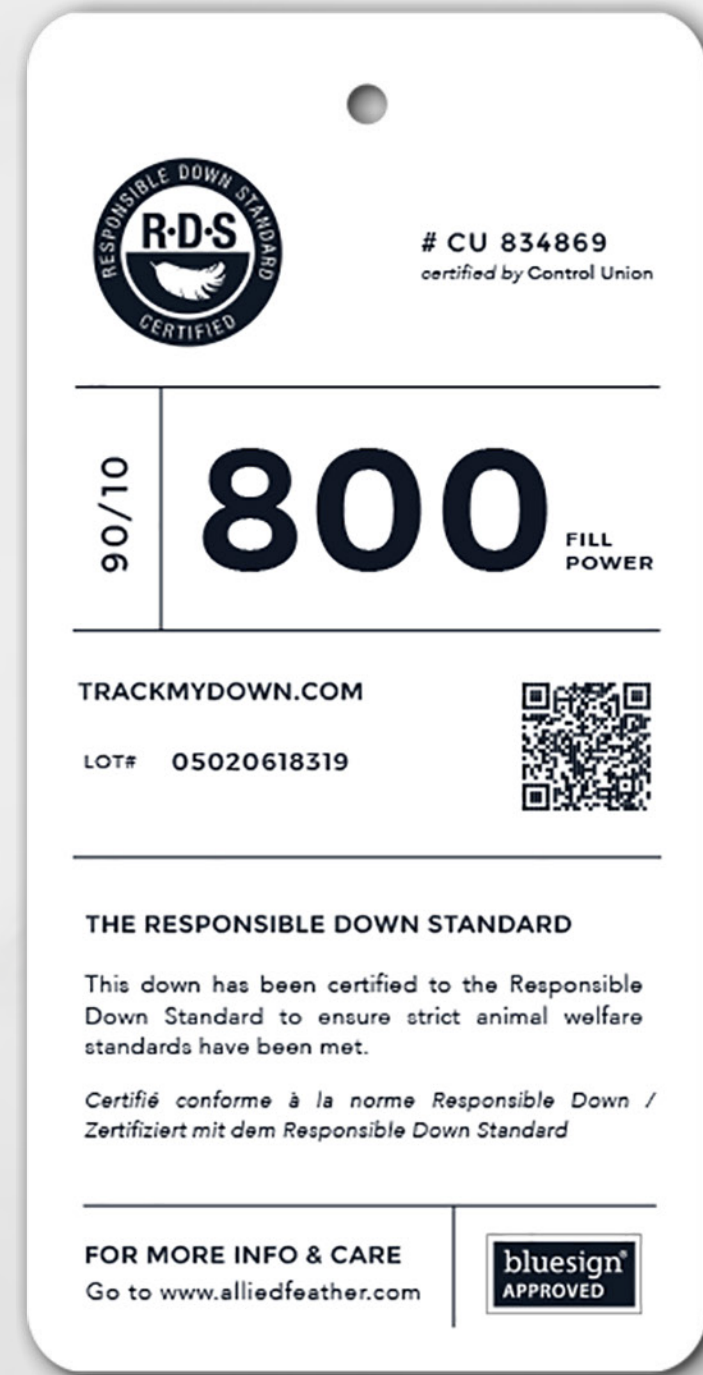
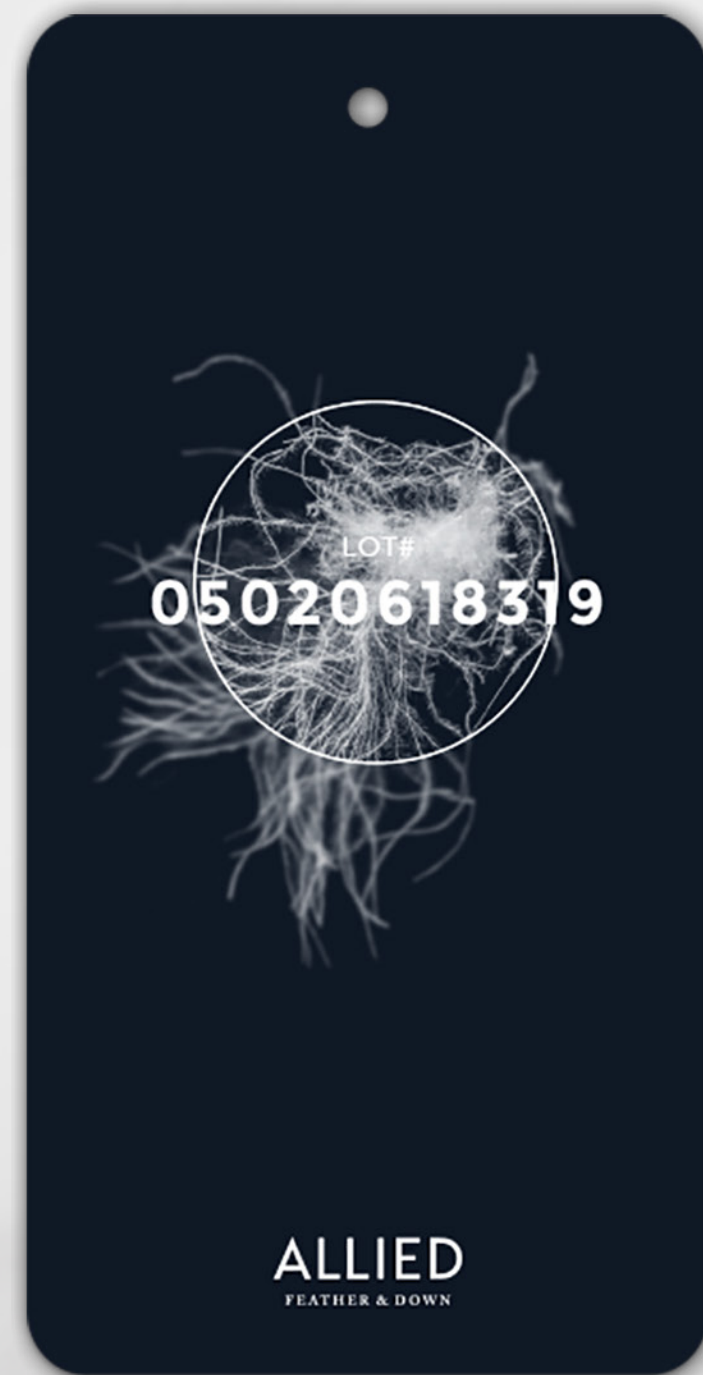
ALLIED DOWN WASH DOWN 101 DOWN CARE RESPONSIBLE SOURCING PARTNERS EN ▼

ISPO Award 2019 Gold Winner

DOWN CLUSTER	LAND FOWL	CONTENTS	
95.6%	0.00%		Down is an all-natural organic by-product and as such, it is impossible to achieve a lot with a true 100% pure down cluster without any trace of fiber, feathers, or other miscellaneous material. ALLIED prides itself on working closely with our partners to provide the best possible content for each particular use.
DOWN FIBER	BROKEN FEATHERS		
2.0%	0.1%		
FEATHER FIBER	QUILL		
0.8%	0.00%		
WATERFOWL	RESIDUE	For decades, down has always been used quite generically. With ALLIED inside, you can feel confident that the product you are looking at has been developed with a level of precision and optimization unique to the industry. Working together with our partners, we can utilize different cluster sizes, contents and fill power to help create products that have better performance, resiliency, and feel for the entire life of the product.	
1.5%	0.00%		

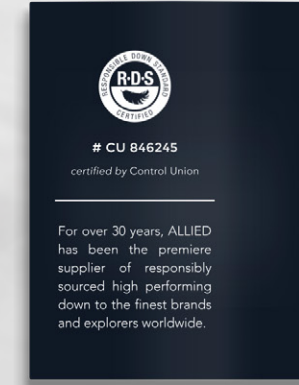
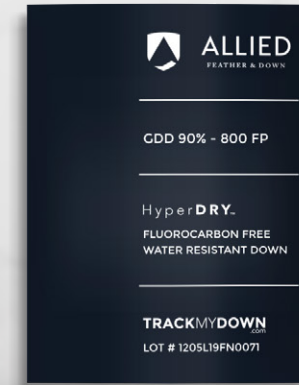
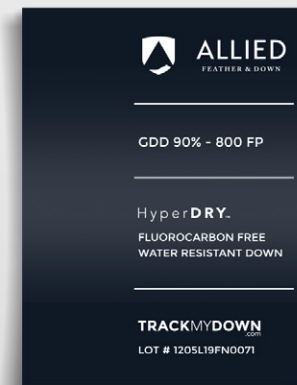
MATERIAL TEST REPORT

TRACK MY DOWN



Primary communications can be offered through hang tags and sewn in labels. ALLIED works with our TMD partners to offer lot numbers and any related information / assets needed for product catalogs, web pages, tradeshow demonstrations, etc.

All tags and labels are produced by our bluesign partner printer. The hang tags are printed on FSC certified paper using soy based ink and have been designed with a size to reduce waste over the parent sheets.





# CHILL

Anywhere and always. Our chill mid layer suits a wide range of activities.

MEN'S

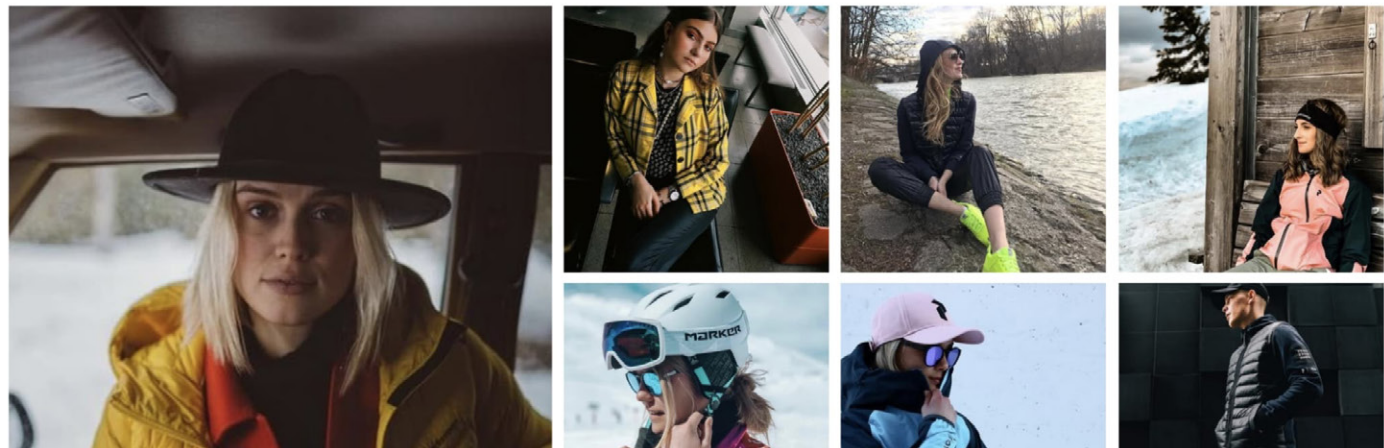
WOMEN'S

It's what's inside that counts  
Find out what's inside your down pieces using TrackMyDown.

ENTER LOT NUMBER FOUND ON YOUR PRODUCT



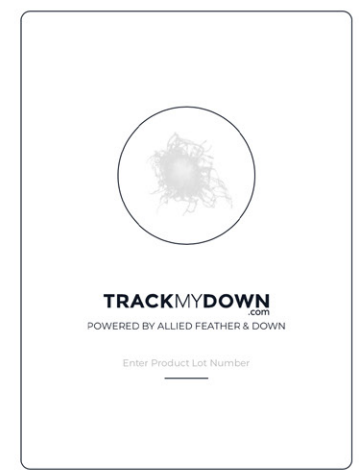
INSTAGRAM  
#PeakPerformance



ALLIED has developed a simple to implement series of widgets that allow our TMD partners to embed TrackMyDown directly into their sites. This allows those brands to communicate the availability of the tool to their customers bringing increased traffic to their sites, additional brand engagement and potential post-purchase traffic.

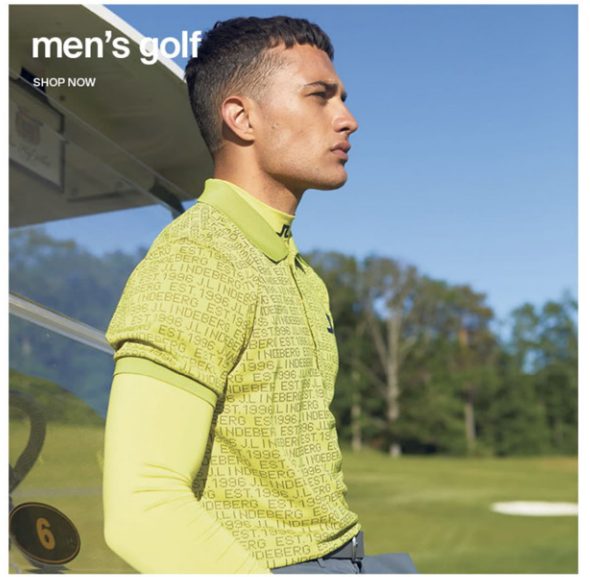
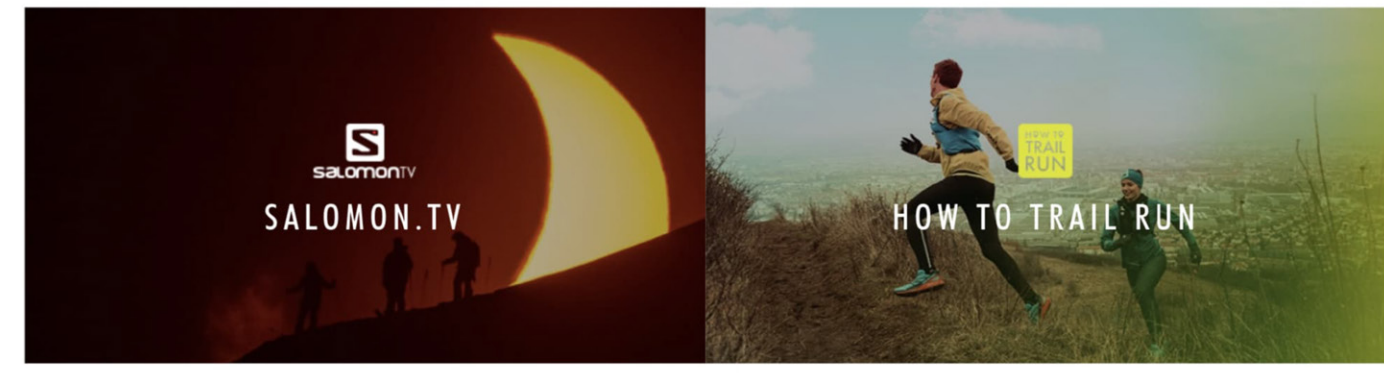
ALLIED is able to work with these partners to create additional educational or marketing campaigns around TrackMyDown - from point of sale displays to internal sales seminars.

It's what's inside that counts  
Find out what's inside your down pieces using TrackMyDown.



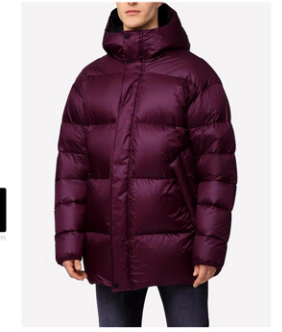
## MADE FOR YOU

Video clips, mountaineering education, apps and more.



It's what's inside that counts  
Find out what's inside your down pieces using TrackMyDown.

ENTER LOT NUMBER FOUND ON YOUR PRODUCT



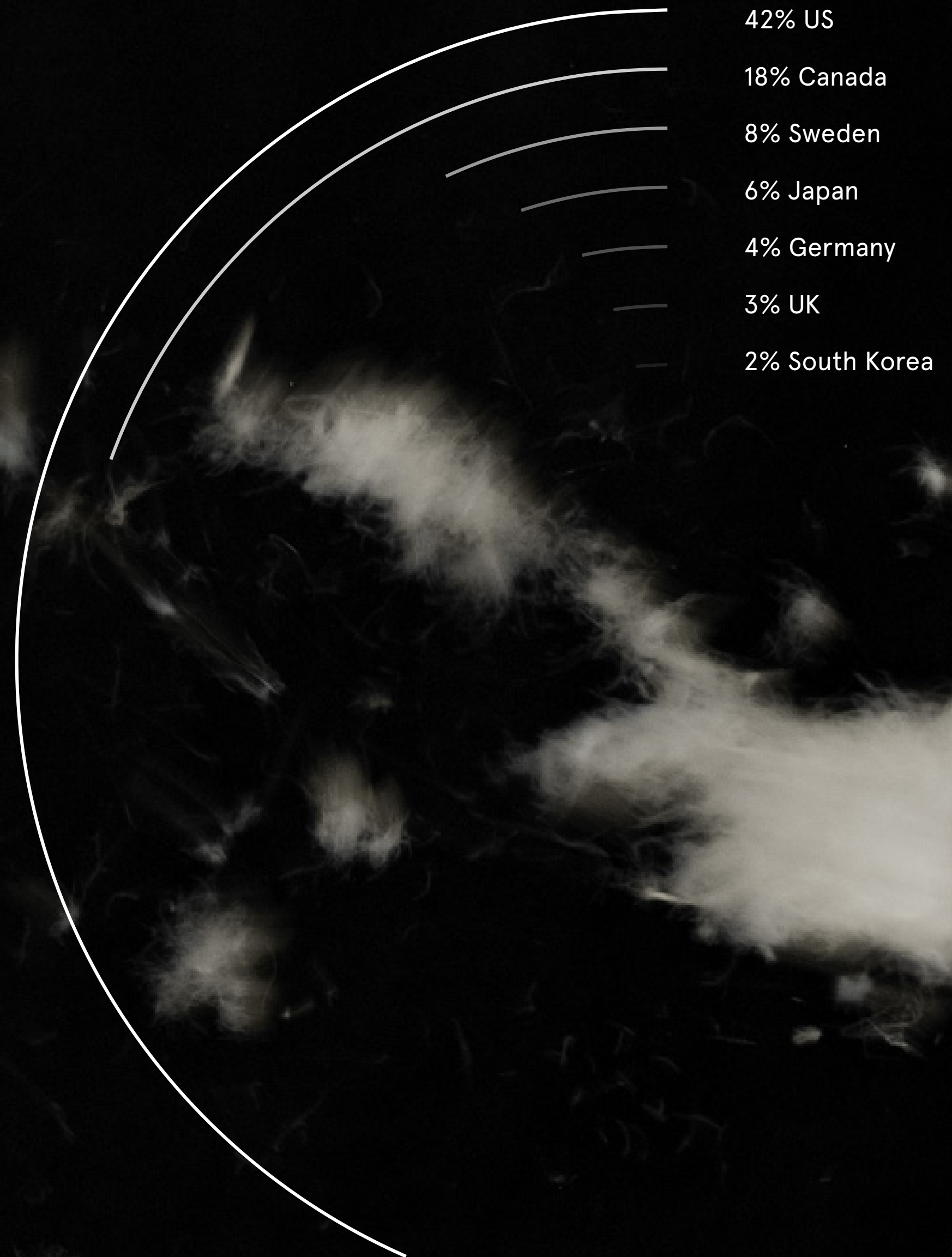
# 2021 HIGHLIGHTS

TrackMyDown has been proven to be a valuable sales tool for all TMD partner brands.

Launching in Fall 2015 with 5 strategic partners, TrackMyDown has grown to now include over 100 brands and retailers worldwide.

We have done seminars with sales teams to some brands that allow their on-floor staff to use the tool to answer almost any customer question - all with jacket in hand referencing the exact down inside. This has shown to lead to greater sales in these stores.

Additionally, we see exponentially increased traffic to the brands that do even very simple communications to their customers promoted accessibility to the tool.



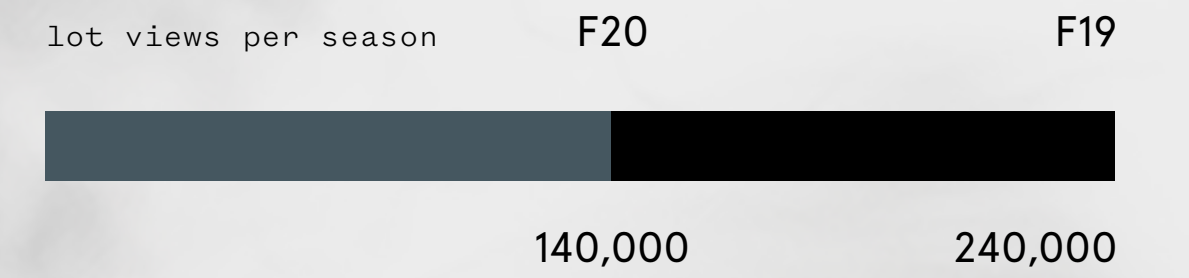
# 2021

## Pageviews

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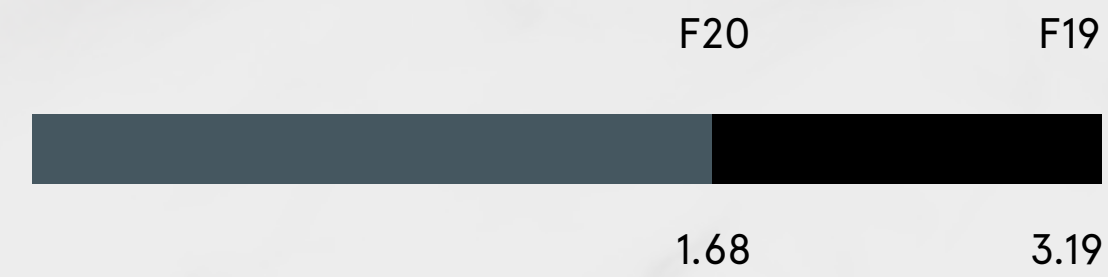
Between **700** and **3000** views per day for F20

Between **200** and **4000** views per day for F19



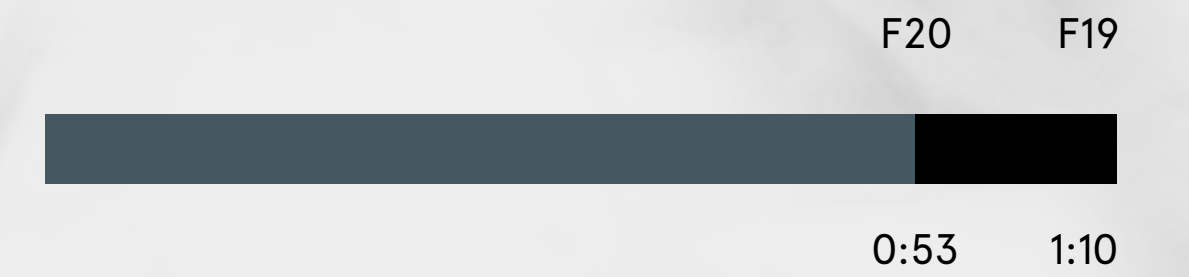
## Pages per session

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## Length per session

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## Mobile breakdown

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## Users

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**60,000+** NEW users in F20 season alone (up from F19)  
**90%** direct through on-product communications  
**10%** organic search  
**16%** of total users were returning visitors

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For more information contact:

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