



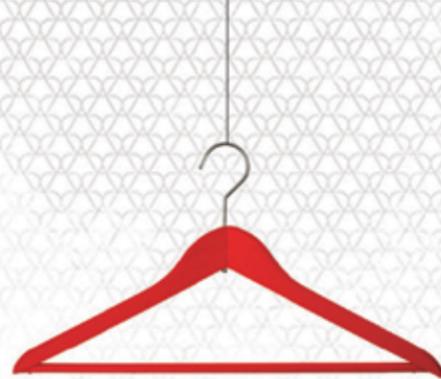
PrimaLoft® Bio™

Fall | Winter 2020

BRAND BOOK



RELENTLESSLY RESPONSIBLE™



As the experts in advanced material technology solutions,
 PrimaLoft has set sustainability forward with the first-ever biodegradable*, 100% recycled synthetic fiber, for insulation and fabric applications. Because we believe there is always a better answer. One of the ways PrimaLoft is **RELENTLESSLY RESPONSIBLE™**.

*93.8% biodegradation in 646 days under ASTM D5511 conditions (landfill environment). 76.6% biodegradation in 973 days under ASTM D6691 conditions (marine/ocean environment). 12.9% biodegradation in 120 days under ASTM D5210 conditions (wastewater environment). The stated rate and extent of degradation do not mean that the product will continue to degrade.



Welcome

to Primaloft's ® Bio™ brand offerings for Fall/Winter 2020

Brand Partners

- 4F
- Bleed
- ESKA
- Horsefeathers
- Jack Wolfskin
- Klättermusen
- Maloja
- Namuk
- Norröna
- Reusch
- Roeckl
- Ternua
- Viking



Apparel

- 4F 5
- Bleed 6
- Horsefeathers 8
- Jack Wolfskin 9
- Klättermusen 10
- Maloja 11 - 12
- Namuk 13
- Norröna 14
- Ternua 17

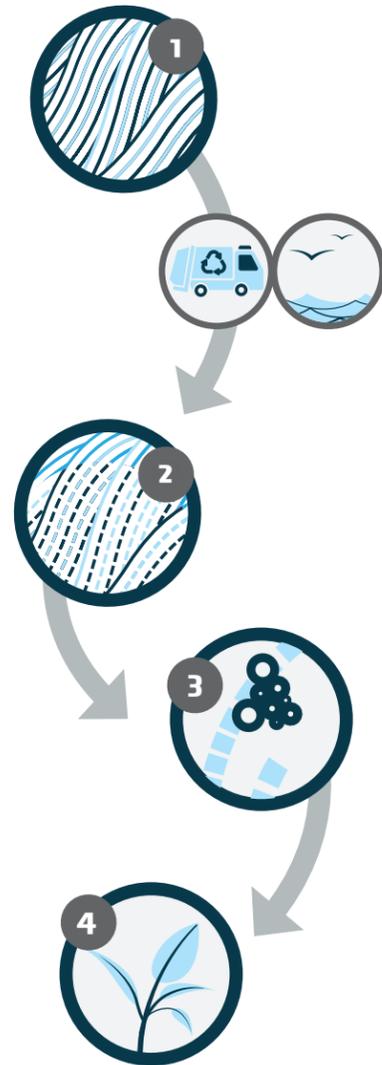


Gear & Accessories

- ESKA 7
- REUSCH 15
- ROECKL 16
- VIKING 18

PRIMALOFT. BIO™

THE **FIRST-EVER** SYNTHETIC INSULATION AND FABRIC MADE FROM **BIODEGRADABLE*** FIBERS



We never saw recycling as the final step. That's why we are constantly searching for the next solution. Introducing **PrimaLoft® Bio™**, the first-ever biodegradable*, 100% recycled synthetic insulation and fabric .

Our latest breakthrough in material science offers a previously unattainable level of performance and sustainability across our synthetic insulations and fabrics. Ultimately, saving tons of microplastics from our landfills and oceans.

Third-party testing has shown that the PrimaLoft® Bio™ degradation process leaves behind no traces of polyester, releases no harmful substances into the environment and leaves soil well-suited for plant growth.

*93.8% biodegradation in 646 days under ASTM D5511 conditions (landfill environment). 76.6% biodegradation in 973 days under ASTM D6691 conditions (marine/ocean environment). 12.9% biodegradation in 120 days under ASTM D5210 conditions (wastewater environment). The stated rate and extent of degradation do not mean that the product will continue to degrade.



D4Z20 - KUMN152

PRIMALOFT® BIO™ INSULATION

100% recycled content

VK: €



Breathable



Warmth without bulk



100% Recycled Content



Water Resistant

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth with minimal environmental impact
- 4F NEO'DRY Membran
- Integrated snow protector with welded flaps
- Detachable Hood

Find hi-res images and more [here](#)

Men's



Women's

Additional Colors

Guerilla Thermal Parka

PRIMALOFT® BIO™ INSULATION

100% recycled content

VK: 299€



Breathable



Warmth without bulk



100% Recycled Content



Water Resistant

Find hi-res images and more [here](#)



Additional Colors

ESKA Matrix Glove

PRIMALOFT® BIO™ GOLD INSULATION

100% recycled content

Features:

- PRIMALOFT® Bio™ Gold Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Fast-drying and breathable PRIMALOFT® Performance Vista lining
- Soft stretch shell - 40% Recycled
- Deer skin hydro palm outer
- Leather reinforcement
- Cordstopper
- Wide cuff
- Easy adjustable strap
- Fixation Loop
- Removable leash



Lightweight



Warmth without bulk



100% Recycled Content



Superior Softness



Breathable



Water Resistant



Find hi-res images and more [here](#)



Horsefeathers Barnett Jacket

PRIMALOFT® BIO™ INSULATION

100% recycled content

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- 100% polyester ULTRATECH shell with DWR (durable water repellent) finish
- Two-way zipper
- Interior mesh pocket
- Lift-pass sleeve pocket
- Jacket-pant connectors
- Fleece pocket lining
- Inner media pocket with transparent window
- Snowskirt with non-slip band
- Adjustable front hood and sleeve cuffs
- Chinguard with brushed fleece
- Ergonomically shaped sleeves
- Ergonomic interior panel
- Snag-free vents with mesh backing
- YKK® zippers
- Threads by Coats®
- Pocket keychain



Additional Colors

 Lightweight	 Warmth without bulk	 100% Recycled Content
 Breathable	 Superior Softness	 Water Resistant

Find hi-res images and more [here](#)



Men's

Additional Colors



Women's

 Lightweight	 Warmth without bulk	 100% Recycled Content
 Breathable	 Superior Softness	 Water Resistant

Jack Wolfskin Brecon Range Insulated Jacket

PRIMALOFT® BIO™ INSULATION

100% recycled content

Features:

- PRIMALOFT® Bio™ Silver Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- TEXAPORE RIPSTOP 2L shell for proven weather protection: waterproof, windproof, breathable and tear resistant
- Fixed hood with adjustable volume and field of vision
- Chest pocket, 2 hip pockets, 1 inner pocket
- Adjustable waist and hem

Find hi-res images and more [here](#)



Vale Jacket

PRIMALOFT® BIO™ INSULATION
 100% recycled content
 VK: 280€

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth with minimal environmental impact
- A midlayer for ski mountaineering
- It focuses on creating warmth without disturbing the properties of your shell jacket.
- It's highly breathable, builds air without weight and dries quickly to create the best conditions for the membrane of your shell jacket to transfer the heat and moisture

Men's



Find hi-res images and more [here](#)

Women's



Women's



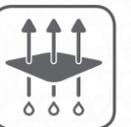
100% Recycled Content



Warmth without bulk



Water Resistant



Breathable



Lightweight

Maloja LyanpoM. Dress

PRIMALOFT® BIO™ GOLD INSULATION
 100% recycled content

Features:

- PRIMALOFT® Bio™ Gold Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Eye-catching, versatile streetwear style can be worn layered over knitwear for every day life or as a pullover after a day on the slopes
- 2 zippered hand pockets

Maloja LobessaM. Jacket

PRIMALOFT® BIO™ GOLD INSULATION
 100% recycled content

Features:

- PRIMALOFT® Bio™ Gold Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- 2 zippered hand pockets and zippered chest pocket
- Drawcord adjustable hood
- Adjustable hook and loop cuffs



Women's



Maloja AssamaM.

PRIMALOFT® BIO™ GOLD INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Gold Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Light and warm jacket for every day in special design
- Drawcord adjustable hood
- 2 zippered hand pockets

Men's



Maloja BadinM.

PRIMALOFT® BIO™ GOLD INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Gold Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Functional shirt in check design for multisport or as all-round shirt for every day
- High insulation



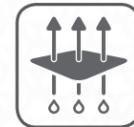
100% Recycled Content



Warmth without bulk



Water Resistant



Breathable



Lightweight

Kids



Namuk Four Jacket & Corbet Pant

PRIMALOFT® BIO™ INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Interior mesh pocket
- Lift-pass sleeve pocket
- Jacket-pant connectors
- Fleece pocket lining
- Snowskirt with non-slip band
- Adjustable front hood and sleeve cuffs
- Chinguard with brushed fleece

Additional Colors



Lightweight



Warmth without bulk



100% Recycled Content



Breathable



Superior Softness



Water Resistant

norrøna Gore-Tex Outdoor Coat

PRIMALOFT® BIO™ INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth with minimal environmental impact
- 3-1 highly functional four-season product that can be customizable for any weather
- A callback to the classic, vintage aesthetic of the iconic trollveggen jacket from the '80s, revamped with modern updates and highly technical features
- Durable 2-layer recycled Gore-Tex™ nylon fabric for weather protection and reinforcement in high-abrasion areas
- Detachable PrimaLoft® Bio™ insulated liner can be worn as a standalone piece
- Insulated liner has snaps in the neck, sleeves and front for easy removal
- Chest pockets and inner pockets
- Envelope pockets in the front
- Hem tightening system provides additional protection from updrafts.
- Weight: 1096 grams



Men's



Additional Color



Find hi-res images and more [here](#)



Explorer Pro R-TEX® PCR LC

Explorer Pro R-TEX® PCR SC

Explorer Pro R-TEX® PCR Lobster

Reusch MORE Series

PRIMALOFT® BIO™ SILVER INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Silver Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Extra warm, waterproof, breathable
- Powder Cuff, Wristband, Stopper System (LC & Lobster); Tight Cuff, Hook and Loop Fastener (SC)
- SHELL MATERIALS : 3L PowerFlex (DWR - durable water repellent), Chrome Free Goatskin
- PALM MATERIALS: Chrome Free Goatskin
- MEMBRANE: R-TEX® XT - Post Consumer Recycled
- LINING: MicroActive 100% Post Consumer Recycled, SoftPlush 100% PCR



Find hi-res images and more [here](#)



Women's



Women's



Men's

Roeckl Cedar STX Mitten

PRIMALOFT® BIO™ INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Silver Insulation for lightweight warmth with minimal environmental impact
- Primaloft® NEXT Evolve Series lining
- SympaTex® membrane
- Goatskin leather drum-dyed WR
- Rail Finger Cut and Cut-Protect
- Easy closure
- Removable security leash

Roeckl Sequoia STX

PRIMALOFT® BIO™ INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Silver Insulation for lightweight warmth with minimal environmental impact
- Primaloft® NEXT Evolve Series lining
- SympaTex® membrane
- Goatskin leather drum-dyed WR
- Rail Finger Cut and Cut-Protect
- Easy closure
- Removable security leash

Find hi-res images and more [here](#)



Superior Softness



Breathable



Water Resistant



Women's



Men's

Women's



Men's



Additional Colors

Ternua Buckshot Jacket & Hooded Jacket

PRIMALOFT® BIO™ GOLD INSULATION
100% recycled content

Features:

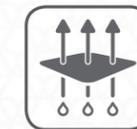
- PRIMALOFT® Bio™ Gold Insulation with 100% Recycled Content for lightweight warmth, breathability and minimal environmental impact
- Short, bomber-style jacket combines high-performance technical features with comfort, ease of use and lightness
- Wind resistant
- PFC-free water-repellent treatment (DWR)
- Outer fabric: (pre-consumer) recycled stretch nylon.
- Inner fabric: recycled polyester (fabric discarded during production)
- BLUESIGN® certified fabrics and filling.
- Ideal for use on its own or as an intermediate layer when used with a shell layer



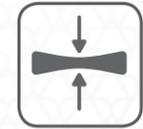
Superior Softness



Warmth without bulk



Breathable



Packable & Lightweight



Water Resistant



100% Recycled Content

Find hi-res images and more [here](#)



Lightweight



Warmth without bulk



100% Recycled Content

Hello, Little Microbe. Doesn't This Jacket Look Yummy?

Now we can trick tiny bugs into eating our clothing. Consumption is finally a good thing.



Photo Illustration by Tracy Ma/The New York Times; Courtesy of PrimaLoft (jacket)

Find full article [here](#)



Viking Heatbooster GTX Glove

PRIMALOFT® BIO™ INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Waterproof, wind-resistant GORE-TEX® for lightweight, breathable protection
- Technik X5 Stretch fabric for movement
- Bemberg® lining with micro pores for superior moisture-wicking
- Genuine goat leather palm
- Pull-on loop and adjustable wrist band
- Touch Phone System technology

Viking Branson GTX Glove

PRIMALOFT® BIO™ INSULATION
100% recycled content

Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth and breathability with minimal environmental impact
- Waterproof, wind-resistant GORE-TEX® for lightweight, breathable protection
- Rhine Flex fabric for movement
- Bemberg® lining with micro pores for superior moisture-wicking
- Genuine goat leather palm
- Loop on index finger for easy pull off



Superior Softness



Breathable



Water Resistant



Lightweight



Warmth without bulk



100% Recycled Content



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