



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



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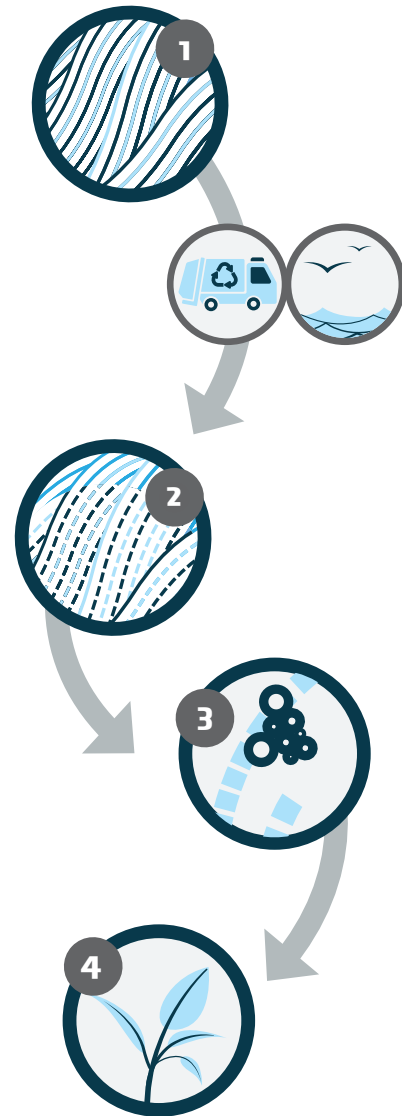
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## PRIMALOFT. BIO™

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



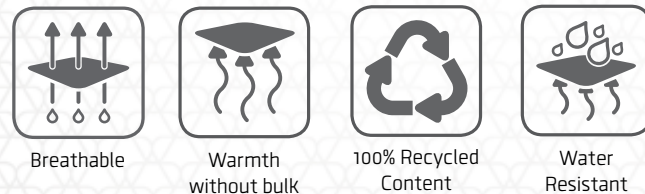
Additional Colors

## Guerilla Thermal Parka

PRIMALOFT® BIO™ INSULATION

100% recycled content

VK: 299€



### Features:

- PRIMALOFT® Bio™ Insulation with 100% Recycled Content for lightweight warmth with minimal environmental impact
- The Guerilla Thermal Parka is your protective shield against wind, bad weather and cold conditions. The durable canvas material, made from organic cotton, makes this coat suitable for the outdoors, while the soft flannel inner is cosy and warm.
- The heart of this parka is a warm isolation layer made from high-quality, 100% recycled PrimaLoft® Bio™ filling.
- This winter coat has numerous pockets to give you plenty of space to carry things and to warm freezing hands.
- The classic design of this parka is timeless and the deep red or grey colour is easy to pair with your other clothes.

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

**PRIMALOFT. BIO™**



Additional Colors

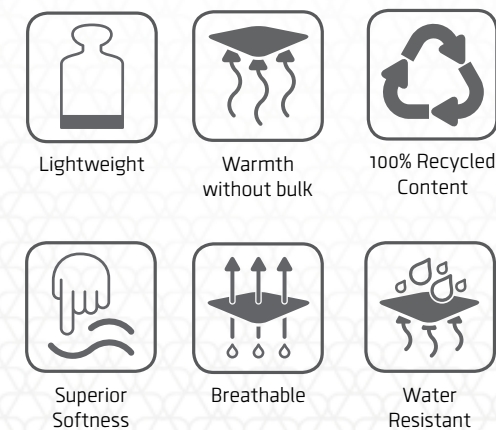
## ESKA Matrix Glove

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



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

**PRIMALOFT. BIO™**





# 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](#)



Additional Colors



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

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



Men's

Women's



## 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

Women's



## 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



100% Recycled Content



Warmth without bulk



Water Resistant



Breathable



Lightweight



Lightweight



Warmth without bulk



100% Recycled Content



Superior Softness



Water Resistant



Breathable



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-in-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](#)

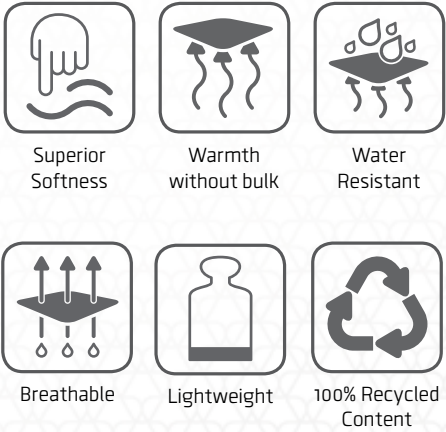


Explorer Pro R-TEX® PCR LC      Explorer Pro R-TEX® PCR SC      Explorer Pro R-TEX® PCR Lobster

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

## Roeckl Cedar 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



Superior Softness



Breathable



Water Resistant

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

**PRIMALOFT. BIO™**



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



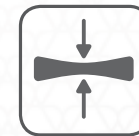
Superior Softness



Warmth without bulk



Breathable



Packable & Lightweight



Water Resistant



100% Recycled Content

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

**PRIMALOFT. BIO™**





Superior Softness



Breathable



Water Resistant



Lightweight



Warmth without bulk



100% Recycled Content



### 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

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

**PRIMALOFT. BIO™**

# 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](#)

**PRIMALOFT. BIO™**





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