

## **Improved Thinsulate(TM) Flex Insulation Provides Stretchable, Flexible Warmth and Easy Care; Thinsulate Flex Insulation is the Ideal Component for High-Tech, Cold-Weather Outerwear**

Imagine lightweight outerwear that not only moves with your every move, but also keeps you warm when the temperature drops. Thinsulate flex insulation provides that dream combination for cold-weather outerwear manufacturers - stretch and warmth without bulk. In fact, Thinsulate flex insulation stretches 40 percent in all directions and then recovers without wrinkling, tearing or compromising its superior insulation properties. And for 2005, 3M has improved Thinsulate flex insulation for even easier cleaning and care.

Today's outerwear has to go beyond just keeping people warm; it has to perform during physically demanding activities, such as mountaineering, skate skiing or snowshoeing. To ensure unrestricted movement in outerwear, designers are using high-tech constructions like soft shell fabrics that may include materials such as Lycra and fleece. That's where Thinsulate flex insulation enters - a perfect solution for insulating garments that need stretch and warmth that snow-sport enthusiasts demand.

"We're always striving to provide our manufacturing partners with the most innovative insulation options for their new product designs. With Thinsulate flex insulation, designers have the freedom to create high-tech outerwear that performs in the most physically demanding winter activities," said Kim Kocer, market development manager, 3M Personal Safety Products Department.

In addition to its amazing stretching and insulating capabilities, Thinsulate flex insulation type FX offers easy care. Garments using Thinsulate flex insulation can be washed in warm water and tumble-dried on low heat or professionally dry-cleaned. Why is easy care important for insulation? Fewer cleaning restrictions allow outerwear designers more freedom to be creative. Now, designers can work with Thinsulate flex insulation to meet active, outdoor consumers' demands for high-tech, breathable, stretchable outerwear without compromising easy care.

Thinsulate flex insulation type FX is a blend of unique fine olefin fibers and larger staple fibers. The product is designed for use in applications where stretch and recovery are important. Ideal applications include lamination to fleece, Lycra for tricot and use in gloves, apparel and other accessories.

### **About Thinsulate Insulation**

Introduced more than 25 years ago, Thinsulate insulation was the original "warmth without bulk" insulation. Since Thinsulate insulation's inception, 3M has continued to look for more innovative and high-tech warmth for today's active, outdoor enthusiast. The current line of Thinsulate insulation products includes Thinsulate Lite Loft insulation, Thinsulate ultra insulation, Thinsulate supreme insulation and Thinsulate flex insulation. For more information, visit [www.3M.com/Thinsulate](http://www.3M.com/Thinsulate).

### **About 3M - A Global, Diversified Technology Company**

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 69,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and

telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

Scotch, Post-it, Scotchgard, Thinsulate, , Lite Loft, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

Other trademarks or names may be the property of their owners.

Stanwood & Partners PRLori Crabtree  
lori.crabtree@wyoming.com or 3M, St. Paul  
Public Relations: Colleen Harris,  
651-733-1566  
<http://www.3m.com/PressContact>

---

<https://news.3m.com/2005-01-29-Improved-Thinsulate-TM-Flex-Insulation-Provides-Stretchable,-Flexible-Warmth-and-Easy-Care-Thinsulate-Flex-Insulation-is-the-Ideal-Component-for-High-Tech,-Cold-Weather-Outerwear>