

Thinsulate zone Insulation; The Right Insulation, In All the Right Places

Using different weights of clothing for specific climates, activities and parts of the body has been practiced for ages. Fingers need freedom of movement, toes get colder quickly and core body temperatures can change as you increase/decrease the intensity of your physical activity. Now, with the Thinsulate zone insulation system, designers have a wonderful option for constructing high-performance outerwear. Thinsulate zone insulation uses a wide range of insulation types and weights for specific areas of outerwear - extra where you need it, less where you don't.

Over the past few years, the winter sports industry has witnessed a boom in the "softshell" category. And, more recently, outerwear manufacturers have taken the soft-shell concept one step further by employing waterproof/breathable fabric technology and creating "hybrid" garments -- using several different fabrics in one garment to take advantage of the specific performance properties of each. Thanks to its versatility, Thinsulate zone insulation works extremely well within this new hybrid category.

"Winter sport designers are taking outerwear in new directions with the hybrids, and Thinsulate zone insulation provides the necessary tools to be creative by performing in extreme conditions, stretching and providing warmth without bulk. There is literally an insulation option for every cold weather application," said Kim Kocer, market development manager, 3M Personal Safety Products Department.

The wide range of Thinsulate insulation applications currently include:

Thinsulate supreme insulation

Exceptional comfort and warmth in a mid-loft insulation that's highly durable.

Thinsulate flex insulation

Stretches and recovers a full 40 percent in all directions. Stretches and flexes in the most physically demanding activities.

Thinsulate ultra insulation

Provides extreme comfort in extreme situations.

Thinsulate Lite Loft insulation

The most thermally weight-efficient synthetic insulation on the market. Superior lightweight warmth in a high-loft insulation.

Classic Thinsulate insulation

Ideal for use in any garment for "warmth without bulk."

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 lift loft insulation, Thinsulate ultra insulation, Thinsulate supreme insulation and Thinsulate flex insulation. For more information, visit 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 67,000 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.

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