

Thinsulate Insulation 100 Gram; Lightest 3M Insulation for the All-Season Athlete

Today's outdoor enthusiasts don't avoid getting on their bikes to commute to work or running on their favorite trails when the temperature drops, in fact, many would say that's the best time to be outside. However, cold feet can be distracting and downright uncomfortable to even the most dedicated outdoor enthusiast. With the year-round outdoor athlete in mind, Thinsulate insulation has developed a new product for footwear that will help keep them more comfortable inside and outside longer - Thinsulate insulation 100 gram.

The new Thinsulate insulation 100 gram is the lightest footwear Thinsulate insulation on the market today, which makes it ideal for footwear designers developing new products for trail running, hiking, cycling and even for everyday footwear that can be worn on the train platform, as well as in the office during the cooler months of the year.

"Thinsulate insulation 100 gram provides yet another option for designers to create unique footwear for consumers. The lightweight warmth is perfect for anyone who spends time outside - training, commuting or just enjoying the great outdoors," said Kim Kocer, market development manager, 3M Personal Safety Products Department.

Thinsulate insulation 100 gram is a blend of olefin microfibers and larger staple fibers. The product is designed for use in applications where breathability and lightweight warmth are crucial for performance and comfort, such as cool weather trail running, hiking and casual/dress footwear.

Thinsulate insulation offers footwear designers an entire family of products that range from lightweights for milder temperatures to high-performance insulation for harsher climates.

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.

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

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