

Thinsulate™ Insulation Launches New Product for Bedding Accessories

ST. PAUL, Minn.--([BUSINESS WIRE](#))--Famous for helping to keep consumers warm during their outdoor adventures, Thinsulate™ Insulation has developed a new product specifically for bedding accessories. The perfect alternative to down fill – Thinsulate insulation for bedding is hypoallergenic and available in a variety of weights and lofts.

A scientific blend of four different fibers gives Thinsulate insulation its lightweight, breathable, lofty warmth. Three weights of Thinsulate insulation for bedding (120 gram, 150 gram and 250 gram) give designers plenty of options to create the perfect drape, look and feel – be it a lightweight blanket or thick, luxurious comforter.

Not only soft and luxurious, Thinsulate insulation for bedding is also a dream to care for. Just like the countless number of mittens, boots and outerwear that have featured Thinsulate insulation over the past 25+ years, the insulation fibers are breathable and moisture resistant. Thinsulate insulation for bedding can also be washed in hot water and tumble-dried on low heat or professionally dry-cleaned – keeping its shape and loft year after year. And with fewer cleaning restrictions, bedding designers are allowed more freedom to unleash their creativity.

“Thinsulate insulation for bedding is an exciting new segment for us – consumers know our brand provides lightweight warmth and designers will have several options to create beautiful bedding accessories,” said Kim Kocer Market Development Manager for Thinsulate insulation.

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 around the world, the people of 3M 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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