

3M Showcases Thinsulate Insulation at Outdoor Retailer, ISPO and SIA

3M Thinsulate Featherless Insulation Awarded 2016 ISPO Textrends Top 10 Selection Award

[3M](#) is exhibiting the latest in outdoor apparel insulation from [3M Thinsulate Insulation brand](#) and launching its new brand purpose at three winter shows in January 2016 with in-booth activities and interactive product demonstrations. Among the innovations featured is 3M Thinsulate Featherless Insulation, awarded the 2016 ISPO Textrends Top 10 Selection Award for its lightweight, breathable insulation for warmth without using any feathers so people can enjoy the cold.

Outdoor Retailer Winter Market (OR) from Jan. 7-10 in Salt Lake City, Utah, booth 38051
ISPO Munich from Jan. 24-27 in Munich, Germany, booth A1 606
SnowSports Industries America Snow Show (SIA) from Jan. 28-31 in Denver, Colo., booth S216

New Brand Platform

After conducting in-depth consumer and industry research, 3M Thinsulate Insulation brand is introducing its new brand platform reflecting the belief that life happens in every season regardless of the weather and temperature. It encourages people to embrace the joy of cold; after all, it's not just those looking to tackle the highest mountain peaks that need to be equipped with the best cold-weather protection.

Booth Experience

Attendees are invited to experience a 3M Thinsulate Featherless Insulation interactive station that highlights unique microfibers that absorb less than one percent by weight of water and emphasizes the compressibility of 3M Thinsulate Featherless Insulation.

Visitors may also view a 3M All-in-One Jacket — a hybrid jacket featuring the warmth of 3M Thinsulate Featherless Insulation, the reflectivity of [3M Scotchlite Reflective Material](#) and the protection of [Scotchgard Protector](#) — produced specifically for the winter events.

3M Thinsulate Featherless Insulation Benefits and Features:

3M Thinsulate Featherless Insulation is a loose fill insulation that mimics down when dry and is warmer than down when wet, without the allergens. The fill is as lightweight as natural down, highly breathable and provides warmth for those commuting to work, walking the dog and going ice skating in every weather condition. Additionally, the insulation is:

Equal to the performance of 700 fill power without feathers, providing extreme warmth for extreme conditions
Lightweight, hypoallergenic and highly breathable
Efficient and effective, trapping more air in less space

For more information, visit [Thinsulate.com](#). To purchase 3M Thinsulate Featherless Insulation, contact your local 3M sales representative or visit [Thinsulate.com/contact](#).

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at [www.3M.com](#) or on Twitter [@3M](#) or [@3MNewsroom](#).

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M Thinsulate Featherless Insulation Awarded 2016 ISPO Textrends Top 10 Selection Award (Graphic: 3M)


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