**Polartec® Power Air™ – warm more. shed less**

Polartec, the premium provider of innovative and sustainable textile solutions, presents Polartec® Power Air™, the first fabric technology engineered to reduce fiber shedding. By encapsulating lofted fibers within a multilayer, continuous yarn fabric construction, this revolutionary new platform offers advanced thermal efficiency that is proven to shed five times less than other premium ‘mid-layer’ weight fabrics.

Insulation that effectively regulates core body temperature has traditionally been achieved via lofted or high-pile knit structures that hold warm air. The Polartec Power Air construction is encasing the insulating lofted fibers already within the knitting process.

“By using the efficiency of encapsulated air to shelter lofted fibers, Polartec Power Air will drastically improve how fabrics perform over their lifetime with respect to versatility, comfort, and sustainability,” says Gary Smith, Polartec CEO. “We’re only beginning to realize the potential for this new type of fabric construction.”

While creating a more environmentally sound construction was the initial inspiration for Power Air, the innovation also enables greater design versatility, with distinctive visual signatures. The initial release features an internal grid structure on one side not unlike ‘fabric bubble wrap’ which simultaneously holds air and increases breathability, while the other side features a smooth, durable outer surface that resists pilling and minimizes drag.

As the first fabric construction to encase air with a continuous yarn, Polartec Power Air is a foundational technology platform that will eventually provide shedding reduction to all existing apparel categories (including insulation, lightweight next to skin, and extreme weather protection). The innovation has recently gained recognition from the World Textile Information Network with its Future Textile Award for Best Innovation: Sustainable Textiles.

Example: Houdini Power Air Jacket
“Polartec Power Air is more than solving a problem and creating a new platform,” says Gary Smith, Polartec CEO. “It’s a brand statement about the power of fabric.”

www.polartecpowerair.com

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