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## **PRESS RELEASE**

**Patent-pending iDown™ Technology obtaining 3<sup>rd</sup> party test data for best-in-class performances and breakthrough environmental contributions.**

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HEAT-MX WORLDWIDE today announces that it obtained from an internationally renowned laboratory, IDFL, the test data on its patent-pending iDown™ Technology, which provides the technical insights of the highest level of performance which had never been seen in the industry before. The data also shows significant environmental benefits by the Technology.

According to the IDFL reports, articles such as garments, home fashion products, sleeping bags, etc., made with the iDown™ Technology exhibit the benefits described below:

1. Highest rating of **LEVEL 5 in down proof performance after 50 washes\*** – The **level of performance registered for the first time in the industry**
2. Highest rating of **LEVEL 5 in down proof performance after 100 washes\*** in counting large down feather clusters – The **level of performance registered for the first time in the industry**
3. Significant **improvement of volume (puffiness) by a factor of more than 50%** with a given quantity of down / feather material
4. Significant **improvement in warmth by a factor of more than 40%**

In addition, iDown™ Technology provides the environmental and health benefits described below:

- A. Significant **savings of electricity**, thanks to its quick-drying properties
- B. **No need for the use of dry-cleaning chemicals**, thanks to its perfect home wash capability
- C. **No need for the use of waterproof chemicals**, thanks to its inherent down-proof property

“I am pleased to have the superior performance benefits and its environmental contributions of iDown™ verified by the independent and internationally renowned IDFL. I understand that a large percentage of consumer goods containing down material as filler register much lower levels such as LEVEL 2 or 3 or even 1 after only 3 washes. Considering that our iDown™ obtained LEVEL 5 even after 100 washes, it is truly a breakthrough performance we have been able to accomplish. In addition to the foregoing benefits, there are so many other breakthrough performance features which will benefit everyone in the value chain, including consumers, brands, manufacturers, etc. I am confident to say that iDown™ will change the industry”, said Sae Chang, President of HEAT-MX WORLDWIDE, inventor and owner of the iDown™ Technology.

For more information, please consult the company’s website, [www.heat-mx.com](http://www.heat-mx.com) or contact [info@heat-mx.com](mailto:info@heat-mx.com) / +1 514 604 1093.

### **ABOUT HEAT-MX™**

HEAT-MX™ is a brand of innovative thermal insulation material offering a wide range of products based on the performance and application needs of such winter garments as gloves, footwear, hats, sleeping bags, and home furnishing textiles (blankets, pillows, etc.). In addition to the industry leading thermal performances, various product grades in different product categories offer other exceptional performance features such as windproof, water resistance, water-vapor-transmission-rate, odour control, etc. We at HEAT-MX™ care about the environment and offer many innovative sustainable product options.

### **ABOUT iDown™**

iDown™ is a patent-pending technology which provides many performance benefits for a wide range of products using down feather material, e.g., apparel, sleeping bags, home furnishing textiles (blankets, pillows, etc.), etc. These significant performance advantages of the iDown™ Technology are created incorporating natural phenomenon into innovative manufacturing technologies without harmful chemical treatment and offers permanent performance features. In addition to the performance benefits, the Technology can also help significantly reduce manufacturing costs. As HEAT-MX WORLDWIDE is committed with social responsibilities and sustainability, we offer innovative RECYCLABLE product options under the iDown™ Technology platform. Ask Sae Chang for the Technology Overview.