



HEAT-MX WORLDWIDE

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PRESS RELEASE

Canada, Montreal based HEAT-MX WORLDWIDE announced that the company has completed its major upgrade project of its products to make all of its product categories fully **in compliance with the CLEAN RECYCLING INITIATIVE™** in thermal insulation material technology and can be cleanly recycled without any use of chemicals. As a result, the company's product categories of COMPACT MX, iDown™ and nDown™ are now in compliance with the **CLEAN RECYCLING INITIATIVE™** while the other product categories, i.e., LOFT MX, STRETCH MX and VEGAN DOWN MX have always complied with the important environmental program.

Montreal, Canada, 2020-08-25

HEAT-MX WORLDWIDE today announced that the entire product offering of the company is now in compliance with the CLEAN RECYCLING INITIATIVE™ as a result of the successful completion of the upgrade projects of its three product categories, namely COMPACT MX, nDown™ and iDown™.

“Our HEAT-MX™ organization has always been striving for environmental contributions while bringing in the breakthrough innovations in thermal insulation material industry. We are proud of the fact that the prestigious ISPO TOP OF INNOVATION AWARDS had recognized all six product categories of HEAT-MX™ because of a wide range of important innovations in breakthrough performance features as well as significant environmental contributions even before we decided to embark on the major upgrade project”, said Sae Chang, CEO of HEAT-MX WORLDWIDE.

Sae went on to say, “Although the business environment is more difficult than ever due to the pandemic, we decided to continue on our journey with the committed efforts for the environment. We could not be more proud and happier to be able to complete this major upgrade project with an unprecedented level of success”.

In time for this announcement, the company has also launched its UN-TACT marketing program for the 21/22 Fall/Winter development season with its revamped website as well as a wide range of new marketing assets. In particular, the company's new website

is built with a variety of contents based on 3D technology models to explain the company's cutting-edge technologies most effectively. Sae added his comment on this marketing program as saying, "With the improved delivery of the information through our new UN-TACT marketing tools, we hope that our customers can understand the significant benefits of our technologies easier even without facing our sales representatives in person in this pandemic".

For more information, please consult the company's website, www.heat-mx.com or contact 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 performance and application needs of such consumer products as clothes, gloves, footwear, hats, sleeping bags, and home 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, high level of water-vapor-transmission, odour control, etc. Germany's ISPO TEXTREND recognized all six product categories of HEAT-MX™ with its TOP OF INNOVATION AWARDS. HEAT-MX considers the environment as one of the most important operational values and offer many innovative sustainable technologies throughout its technology platforms.

ABOUT nDown™

nDown™ is a patent-pending technology which matches or even exceeds the performance of natural down feather material without using any animal-based ingredient. The technology can be easily adopted for a wide range of products using down feather material, e.g., apparel, sleeping bags, home furnishing textiles (blankets, pillows, etc.), etc. Thanks to the breakthrough innovations and significant environmental contributions, the technology has been recognized by the prestigious ISPO TOP OF INNOVATION AWARD as the TOP TEN. Ask your HEAT-MX™ sales representative for more details.

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. Ask your HEAT-MX™ sales representative for more details.