

PRESS RELEASE



HEAT-MX WORLDWIDE launches a new breakthrough technology, **nDown™; No Down / Happy Duck** in the Preview in Seoul 2019.

Montreal, 2019-08-12

HEAT-MX WORLDWIDE today announces that the company will launch a new breakthrough technology, **nDown™; No Down / Happy Duck**, during the Preview in Seoul 2019 (Date: Aug 28, 19 at 1pm, COEX, Korea, Seminar room 307).

The **nDown™** Technology enables to create a wide range of products such as garments, home textiles, sleeping bags, etc., with the look and feel of equivalent products containing natural down feather material without using any animal-based ingredient. It also provides such other benefits for consumers as ease of maintenance (easy home wash, no dry cleaning necessary), no odour, durability, etc., while helping manufacturers / brands lower the cost of manufacturing.

“I am pleased to launch yet another breakthrough technology of **nDown™**, among many other recent innovations we have brought in the market, based on our patent-pending IP. This **nDown™** Technology is extra meaningful for us because it addresses a strong trend in animal protection as well as environmental benefits in our industry, two of the most significant trends in the global textile industry. In the meantime, there has been an obvious limitation in the industry’s efforts in trying to match the performance of natural products such as down feather, etc., as thermal insulation with man-made material, e.g., synthetic fibers, etc. For example, there are many products in the market to try to mimic the performance of down feather such as batted non-woven fabrics, loose polyester fibers, fiber-balls, etc. However, these man-made products fall invariably short in performance in several key aspects, e.g., warmth-per-weight-ratio, volume recovery, filler-clumping after wash, etc., when compared with high quality down feather material in its optimum state. In addition, the affinity of natural down feather material to moisture and sweat, thus creating fertile ground for bacterial growth makes it impractical to use it for products subject to high level of activities, e.g., outdoors, sportswear, military, etc. Our non-animal-based **nDown™** Technology not only overcomes all these limitations but also offers many other environmental and performance benefits. Please come and join us at the Preview in Seoul to find out more

about this breakthrough technology.”, explains Sae Chang, the inventor of the Technology and CEO of HEAT-MX WORLDWIDE.

Sae went on to say, “We at HEAT-MX are proud and happy to offer this new **nDown™** Technology to keep consumers, manufacturers, animal lovers even the DUCKs happy!”.

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 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. Germany’s ISPO TEXTREND recognized two categories of HEAT-MX™ with its TOP OF INNOVATION AWARDS. We at HEAT-MX™ care about the environment and offer many innovative sustainable product options.

ABOUT nDown; No Down / Happy Ducks

nDown™ Technology is a patent-pending technology which provides the look and feel as well as performance of down feather material as thermal insulation without using animal-based material. The Technology can be adopted to any and all consumer products which currently use down feather as a thermal insulation. Examples are apparel, sleeping bags, home furnishing textiles (blankets, pillows, etc.), etc. nDown™ also offers significant environmental benefits and helps lower manufacturing costs when compared to using natural down feather material. HEAT-MX WORLDWIDE is committed with social responsibilities and sustainability and we offer innovative RECYCLABLE product options under the nDown™ Technology platform as well. Ask Sae Chang for the Technology Overview.

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. Germany’s ISPO TEXTREND recognized iDown™ with its TOP OF INNOVATION AWARD. HEAT-MX WORLDWIDE is committed with social responsibilities and sustainability and we offer innovative RECYCLABLE product options under the iDown™ Technology platform. Ask Sae Chang for the Technology Overview.