

Eider teams up with Polartec® to launch the award-winning Pulse Hybrid Jacket with Alpha® Insulation

French ski and outdoor brand Eider started using Polartec's innovative insulation Alpha® when it was first launched a couple of years ago. This autumn sees the launch of ISPO 2015 Gold award winning garment the Pulse Hybrid Jacket for men – a hybrid design with cutting edge innovation that will appeal to outdoor sport lovers.



Ultra breathable, compressible and lightweight defines this thermal insulation layer. Ideal for high intensity activity this product's ingenious nature stems from two main facets: the combination of Polartec's Alpha® insulation and Pertex Quantum's water-repellent finish with a build attuned to the needs of each body area offering protection, warmth, moisture wicking and freedom of movement.

Polartec Alpha® offers optimum warmth-to-weight and regulates body temperature during high-intense activity as well as warmth during static periods. Placed between woven layers the Alpha® insulation is extremely stable and outward fibre migration is prevented. Eider's R&D team has optimized this benefit by combining Alpha® insulation with an open-mesh lining, for maximized moisture wicking.

Polartec Power Stretch panels on the sides and under the sleeves optimise breathability and enables crucial free-flowing movement. The stretch in this fabric helps the garment regain its initial shape without deformation and the body-hugging fit and accurate cut makes it ideal for wearing during dynamic sports.

Lionnel DUCRUET, Eider's R&D manager, explains the innovative approach behind the PULSE HYBRID: "We were already ahead of the curve in introducing Polartec Alpha® to the outdoor market for Winter 13/14, and this year we were keen to go further: designing a garment that was warmer but still lightweight and compressible, extremely breathable, comfortable, and adapted to very intense activities in cold weather."

SRP: £230

Ends

About Polartec: Polartec, LLC is the premium provider of innovative textile solutions. Since inventing modern synthetic fleece in 1981, the engineers at Polartec continue to push the limits of fabric technology. Today, Polartec supplies the world with the most advanced fabric innovations. Polartec products range from advanced lightweight wicking fabric, to insulation and weather protection textiles and are utilized by leading apparel brands, the U.S. military and other global militaries, flame resistance, work wear, and contract upholstery markets. For more info, visit polartec.com.