



Hyper**DRY**[™]

WATER RESISTANT DOWN

NOW FLUOROCARBON **FREE**



ALLIED
FEATHER & DOWN



ALLIED's HyperDRY water resistant down is now **100% fluorocarbon free.**

HyperDRY utilizes a natural wax-based compound to create a completely fluorocarbon free water resistant down that has the performance AND durability needed for the most extreme and demanding environments.

Our paraffin wax compound works the same way as traditional DWR chemicals by utilizing a carbon-hydrogen chain to decrease the surface tension which ultimately causes water to bead and roll off. The difference is that wax, as a natural material, is not fluorinated. The fluorination of the carbon-hydrogen chains in previously used DWR treatments is what gives these chemicals an extremely long half-life making them almost impossible to break down and wreaking havoc to the eco system in our waterways.

But what really differentiates our new Fluorocarbon Free HyperDRY goes beyond the main compound. Traditionally, FC Free treatments have not been as durable and require a lengthy and water-intensive application process. Working closely with our partners, **ALLIED** has developed a series of environmentally friendly binders for the wax compound that gives added durability and allows us to treat the down in a unique way.

With our proprietary treatment process, we are able to provide not just a high performing product, but also the most environmentally responsible WR down on the market. In **ALLIED's** HyperDRY, the down is treated in a completely separate chamber away from the water used for washing and rinsing. This not only allows for a continued recycling of our processing water without fear of cross-contamination, but saves a significant amount of water overall and guarantees that no chemicals get discharged and end up in our waterways.

For us, a water resistant down should not only perform as any performance product should, but it should also be as sustainable as possible. It makes no sense to develop a product like this and use an excessive amount of water continually flushing chemicals down the drain - "environmentally friendly" or not.



30-40

times more
hydrophobic than
untreated down

25x LESS

water used than
conventionally
treated down

95%

compound adhesion
vs. 60-80% in
traditional systems

requires

5 TIMES LESS

treatment
to achieve same
performance

In our commitment to sustainability and conservation, ALLIED will also be donating one per cent of all sales of HyperDRY to 1% For the Planet to help conserve, protect and rebuild our waterways which have been affected by the use of harmful and toxic chemicals.

#ITSWHATSINSIDETHATCOUNTS