

sleep well
...live better

Breathable Comfort in bedding textiles...



Active Performance

Brand recognition



For more than 10 years, Coolmax® has developed a strong product performance record and brand awareness in the sports apparel market.

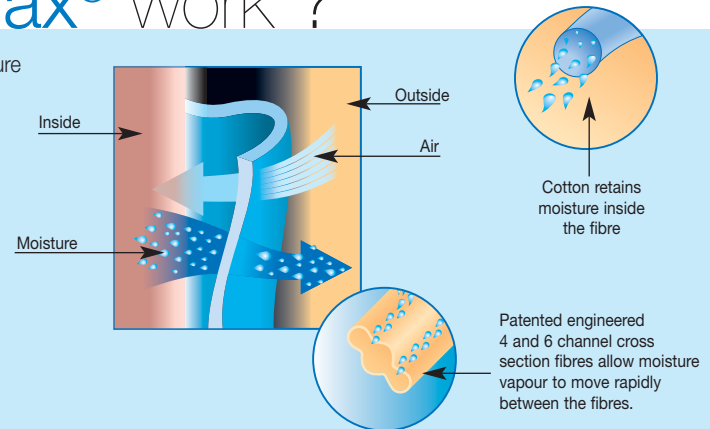
Many leading sports athletes have performed and won gold medals wearing with Coolmax® apparel.



More than 100 medals were won in the last summer games by Coolmax® clad athletes in events from running, cycling and triathlon to rowing and boxing.

How does Coolmax® work ?

Coolmax® high tech fabric forms a unique moisture management system.



A comfort system for your nights

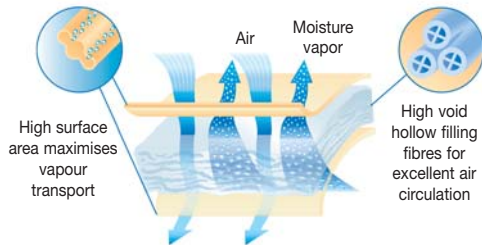


Fabric and filling for **duvets and pillows**

Originally developed to meet the demanding needs of top class athletes, today Coolmax® fabrics are used for any kind of garments wherever there is a need for fresh, dry comfort combined with easy care advantages.

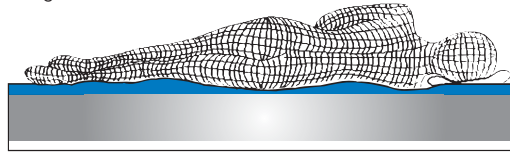
That is why the combination of Coolmax® fabrics to cover duvets and pillows made with DuPont branded fillings was well adapted to the bedding market. This unique combination of two of the best products in their respective markets – Coolmax® together with one of the DuPont branded fillings – brings an improved breathable comfort to bedding goods.

Fabric + Filling Comfort System



Fabric and filling for **mattress**

Coolmax® fabrics are also available for use as mattress ticking ideally in combination with DuPont branded filling fibres.



A unique blend of Coolmax® with cotton for **bed linen**

A cool and breathable comfort

Thanks to its moisture management properties, the Coolmax® cotton fabric especially developed for bed linen, keeps you cool, dry and comfortable all night long.

Soft and breathable, the duvet covers, pillow cases and bed sheets will be easy to care for and will dry quickly.



Superior performance

Tests conducted at the independent TNO institute have confirmed the superior performance of duvets made with Coolmax® ticking and Quallofil® filling.

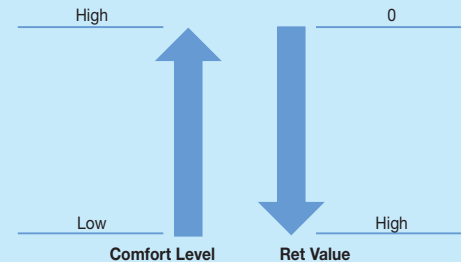
Standard duvets are made from cotton fabrics which retain moisture within the fabric. Cotton fibres swell up when they absorb humidity and this reduces the ventilation of the fabric. Moisture is held within the cotton fibre and not released. In contrast the polyester fibres in Coolmax® fabrics retain less than 1% of humidity within the fibres. Instead, the unique fibre properties ensure continued breathability and efficient transfer of moisture between the fibres and through the fabric.

The high loft and increased air content of Quallofil® filling improves air circulation. The combination with Coolmax® helps to avoid the build up of humidity and creates the best conditions for breathable comfort.



Active Performance

Ret : a measure of moisture vapour evaporative resistance of a fabric or a system of several layers.
This value is used to assess comfort level of a system.



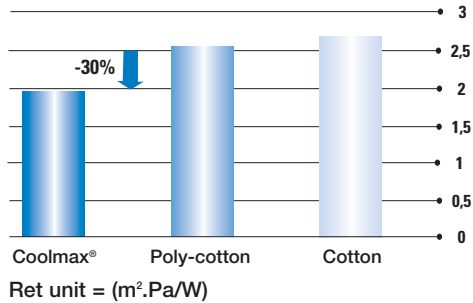
Ret unit : (m².Pa/W)

The lower Ret value is, the higher level comfort is.

Tests

Tests on Fabrics

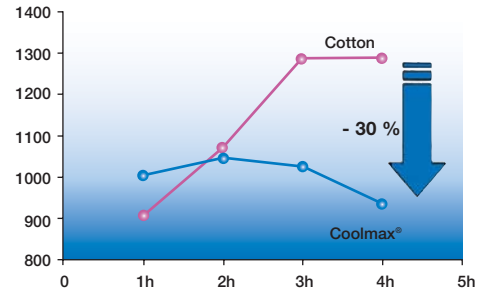
Coolmax® ticking fabrics have improved breathability of around 30% compared to cotton and poly-cotton.



Test performed at IFTH (France) according to ISO 11092 method.
Ret (moisture vapour evaporative resistance).

Tests on Duvels

After 4 hours, the quilt covered with Coolmax® ticking fabric has higher breathability by around 30% compared to Cotton.

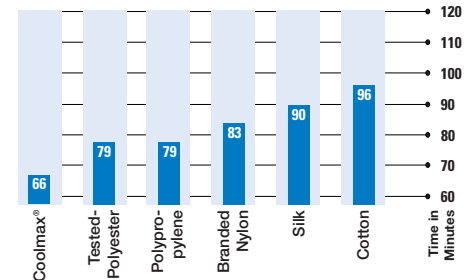


Ret unit = (m².Pa/W)

Test performed at TNO Institute (Holland) according to EN 31092 method.
Ret (moisture vapour evaporative resistance).

Fabric drying times

Coolmax® dries faster:
Unlike cotton, Coolmax® does not retain moisture inside the fibre. The unique cross-section with increased surface area maximises the evaporation rate.



Source: Results from a 1999 Eastern Carolina University study.

Consumer insight

Consumer focus group research was conducted by DuPont in 4 European countries (UK, Germany, France, Spain) before launching the Coolmax® products for the bedding market.

Results of this study clearly demonstrate that :



- Breathability is a motivating proposition for consumers.
- Breathable Comfort is the preferred positioning for this concept.
- Coolmax® brand has a high performance recognition and can be associated with Breathable Comfort.

Consumer communication

For Coolmax® fabric ticking













For bed linen



The best combination

Coolmax® fabrics
with DuPontSA branded fibre fillings.

Branded fillings	Key benefits	Coolmax®/ Microfibre	Coolmax®/ filament blend	Coolmax®/ Cotton	End-use		
					Duvet & pillows	Mattress	Bed Linen
	Light and soft	●	●		✓		
	Long lasting and comfortable	●	●		✓		
	Healthy and long lasting	●			✓	✓	
	Bulky, light and warm	●			✓	✓	
	Light, healthy and warm	●			✓	✓	
	Refluffable and supportive	●			✓		
	Supportive and healthy	●			✓		
	Extra loft and supportive	●			✓		
	Ultra soft and supportive	●			✓		
	Cool and breathable comfort			●			✓



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Europe's polyester leader