

ALLIED
FEATHER & DOWN

20
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A NEW WAY TO THINK ABOUT DOWN

In 1987, a small family company was formed with the vision to provide the highest quality, innovative and responsibly sourced down to outdoor and apparel brands. To this day we're still a family-run operation, and what started in a 12,000 square foot warehouse, has grown to over 1 million square feet with facilities in the US, China, Vietnam and opening soon in Europe.

From the beginning, ALLIED sought a new way of doing things. Thirty years ago, the down supply chain was a network of brokers with very little connection to the source. This practice still exists in many supply chains today. When Steve Uretsky founded ALLIED, he knew there was a better way to source and process what was then a generic ingredient. Strong relationships were formed directly with hatcheries and farms to ensure consistency with quality, price, and traceability. Washing processes were rethought leading to a method that would become more sustainable while setting new benchmarks for cleanliness.

Working directly with the source has allowed ALLIED to develop industry-wide standards and leading traceability programs and tools, while also offering our partners an unparalleled level of support while working directly with animal welfare organizations. We are proud to have helped develop the Responsible Down Standard which has become one of the largest animal welfare standards in the entire textile industry. Our unique sustainable processing methods also allow us to recycle over 65 million gallons of water annually and led to ALLIED becoming the first down supplier to achieve the prestigious bluesign® system partner status in 2010. All down from ALLIED is now a bluesign® approved ingredient— one of the few non-textile based ingredients to have that status.

We continue our mission of sustainability by working closely with conservation groups and have developed a strategic partnership with Protect Our Winters. In 2016, ALLIED made the commitment to go completely free of fluorocarbons, and now all of our HyperDRY water-resistant down is 100% FC-free. In doing so, we also committed to contribute 1% of all sales of HyperDRY to 1% For the Planet to help rebuild and preserve waterways affected by the previous overuse of fluorocarbons in the outdoor industry. We also continue as industry leaders focusing on responsible sourcing as members of the European Outdoor Group, the Outdoor Industry Association, and lead down sustainability groups in both organizations.

To this day we are still a family-run operation, and our goal has always been to make our customers and partners feel part of our family. Working with brands of every size, our sourcing practices, quality, innovations and consumer education tools such as TrackMyDown.com® offer every partner the tools and content to bring added value to every product using ALLIED down.

ALLIED will always continue to look forward, and look how down is purchased, used and marketed to new consumers. Through the three pillars of our brand— Quality, Innovation and Sustainability— ALLIED has and will continue to set the standard for quality insulations found inside the finest luxury and most technical outdoor brands worldwide.

WHO WE ARE



STEVE URETSKY
Founder and CEO

Steve founded ALLIED in 1987 after many years in the down industry. At a young age, eschewing an education in medicine, Steve chose to go to work for a feather and down company, where he learned about the finer qualities of down and the immensely complicated supply chain. At the time, the down industry was a maze of middlemen and collectors. When it was time to venture out on his own, he knew there was a better way to source – and with that, ALLIED was born. Steve remains a critical part of ALLIED, and those early ideas about dealing directly with the sources have helped build ALLIED as the premier supplier of responsibly sourced down worldwide. To this day, ALLIED also uses a unique processing method based on the environmentally sound plan Steve implemented 30 years ago – even then ALLIED was ahead of the industry on “green” issues – which helps the brand also remain the leader in sustainability.

“I’m so incredibly proud that my daughter and two sons have followed me in this endeavor and continue to champion ALLIED’s commitments to social and environmental responsibility. They’re a big part of the reason these issues were so important to me even way back then, and I know they’ll continue to do what’s best for future generations as well.”



DANIEL URETSKY
President

After earning his law degree from Georgetown, and working four years as a litigator, Daniel returned to join the family business in 2010 as General Counsel. In his seven years at ALLIED, Daniel’s business-savvy and socially conscious leadership has helped ALLIED expand its already prestigious partner base, which now reads as a veritable who’s who in the outdoor and home fashion industries. He has piloted a wide range of sustainability efforts and advocated for animal welfare initiatives in house and across the industry – even spearheading what have become the industry’s largest animal welfare standards like the RDS and TDS, etc. He also sits on many working-group boards to ensure the entire industry is engaged in best socially responsible practices even if it means going against the grain.

“What I’m most proud of since coming back to the family business is that we’ve continued driving outstanding market growth simultaneously with these social imperatives. We’ve proven that major business can be highly successful not only while incorporating social responsibility, but because of it.”



JONATHAN URETSKY
Vice President of Operations

As with Daniel, Jonathan began his career outside the family business, working as an analyst at a Global Hedge Fund after receiving a Master’s Degree in Accounting. But he too soon returned, and since joining ALLIED four years ago, Jonathan has focused on operations and production throughout their multifaceted platform. He has been instrumental in overseeing ALLIED’s vast certification efforts, and works closely with farms, hatcheries and collectors throughout the global supply chain, ensuring ALLIED is always at the source of the supply. His work has led the brand to continue seeking and uncovering new supply chains offering higher-quality, warmer, responsibly sourced down than was thought possible even just the season prior. He’s even active on social media so colleagues can follow and learn from him as he documents his supply chain visits.

“Like all of us in the Uretsky family, I’m most proud of our commitment to the environment and sustainability – especially that our efforts and successes have also helped inspire continuous advancements in animal welfare throughout the industry. But what’s most exciting for me right now are our outstanding recycled down product, and in the near future...waterless down production!”



MATTHEW BETCHER
Creative & Marketing Director

With an athletic background and Master’s degrees in art and critical theory, Matthew spent 16 years as a graphic designer and brand consultant, building companies large and small to be creative, unique and engaging, with an eye on environmental responsibility and sustainability. After working with the likes of luxury-product brand LVMH, as well as other small outdoor and technical brands, Matthew joined ALLIED in 2013 with the knowledge of the outdoor industry and boundary-pushing thinking needed to help build ALLIED as a sought-after ingredient brand known to consumers worldwide. And indeed since joining he has helped ALLIED become a household name in the outdoor and home fashion industries. His current baby is their Track My Down program, which allows consumers to engage in and learn about their products’ origins, quality, care, etc. This ties in perfectly with what he’s really looking forward to now – how, as an ingredient brand, ALLIED can help build and create a more educational and immersive cognitive retail experience and push down into places no one thought remotely possible.

“I am honored to be a part of a family company that has such a foundation in sustainability. Sustainability does not have to have such a hippie vibe, and I love helping to build a brand that is modern, innovative, and creative – all with the underpinnings of an ethos of sustainability. I really think it is a new way to think about what it means to be an environmentally responsible brand. People ask me what I do, and my response is always, ‘I help sell the world’s oldest insulation to the new consumer.’ It’s exciting and exhilarating to be on the cusp of such innovation.”

ALLIED GLOBAL FOOTPRINT



UNITED STATES

MONTEBELLO, CALIFORNIA

Headquarters / processing of European down / Testing Lab/ Research and Development

COMMERCE, CALIFORNIA

ALLIED Home bedding manufacturing

SUMMERVILLE, SOUTH CAROLINA

ALLIED Home bedding manufacturing

EUROPE

KAMYK, CZECH REPUBLIC

Down processing for European Material

ASIA

ANHUI, CHINA

Raw material separation / Processing of Chinese down

HANGZHOU, CHINA DOWN PROCESSING FACILITY

Raw material separation / Processing of Chinese down

HANGZHOU SALES & MARKETING OFFICE, CHINA

Sales and customer support

HANOI, VIETNAM

Storage of washed down and refreshing line / complete processing

SEOUL, SOUTH KOREA

Korea domestic sales and marketing office

TOKYO, JAPAN

Japan domestic sales and marketing office



PARTNERS

We value all of our customers and consider ourselves partners to every brand no matter how large or small; and, as the way down products are designed, used and manufactured changes, we find ourselves in a unique position with the ability to offer an unparalleled level of support. We work closely with our partners in all aspects— from the design through the marketing of their products filled with ALLIED. This has allowed us to work for decades with some of the finest and most respected brands in the world.





THE NORTH FACE

The North Face, a division of VF Outdoor, Inc., was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today, The North Face is the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. The North Face protects its outdoor playgrounds and minimizes its impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and they are headquartered in California on a LEED Platinum-certified campus. For more information, please visit www.thenorthface.com.

"As one of the original outdoor brands with such an authentic heritage, ALLIED is proud to work with The North Face. Working closely with their teams to develop the Responsible Down Standard is among our proudest achievements."

PEAK PERFORMANCE

Peak Performance was founded in Sweden in 1986 by a couple of passionate skiers who decided to live their dream. Since then, Peak Performance has been dedicated to making technically advanced Active wear and timeless Casual wear, all with uncompromising quality and the great outdoors as inspiration.

“Peak Performance is an innovative European brand that blends fashion with on-mountain performance in a way that makes our partnership seamless. They are a great example of how innovation, style, and sustainability can all co-exist. We are honored to work so closely with a brand with such a similar brand ethos, showing the consumer that not all down products are created equal.”



PeakPerformance®



ARC'TERYX



VEILANCE

ARC'TERYX / VEILANCE

Arc'teryx Equipment is a technical high-performance outerwear and equipment company based in North Vancouver, Canada. Their relentless commitment to design, craftsmanship, and performance delivers breakthrough experiences. The company's industry-leading design and unique in-house manufacturing center creates technical products that can be trusted to perform in moments of extreme need. Arc'teryx distributes its products through more than 3,000 retail locations worldwide, including 21 branded stores globally. Arc'teryx is named for the Archaeopteryx Lithographica, the first reptile to develop the feather for flight. Evolution in Action. www.arcteryx.com

Veilance is the high fashion concept from Arc'Teryx that combines the technical expertise of Arc'Teryx with the avant garde design of Taka Kasuga. ALLIED works closely with Taka and the Veilance collection and has built editorial photoshoots featured in Into The Cold V3 and through the Veilance website and media.

PATAGONIA

Founded by Yvon Chouinard in 1973, Patagonia is an outdoor company based in Ventura, California. A certified B Corp, Patagonia's mission is to build the best product, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis. The company is recognized internationally for its commitment to authentic product quality and environmental activism, contributing over \$82 million in grants and in-kind donations to date.

"Since the beginning Patagonia has been synonymous with outdoor adventure and social responsibility. This legendary brand is a shining example of success because of – not in spite of – its relentless drive to do the right thing, a drive ALLIED certainly shares."



EDDIE BAUER

Eddie Bauer is an active, outdoor brand that combines over nine decades of quality craftsmanship and innovation with a commitment to outfitting your life's adventures.

Having patented the quilted down jacket 80 years ago, Eddie Bauer remains an outdoor company rooted in the Great Northwest outfitting America from the casual hiker to the most experienced mountaineer.

"Eddie Bauer literally invented the down puffy jacket, and we have been working with Eddie Bauer before ALLIED was even officially born. ALLIED has been there through all collections for decades— from the jacket you see walking down the city street to those athletes in their First Ascent program summiting the tallest and most extreme peaks."

Eddie Bauer®
EST. 1920





LANDS' END

LANDS' END

There are a lot of "all-American" brands out there, but there's only one Lands' End. Lands' End has brought their nautical roots and American spirit to stylish, comfortable, and well-crafted goods since 1963. No matter your latitude or longitude, or whether you are exploring remote parts of the planet or just sprucing up your bedroom; Lands' End has authentic, responsible, and timeless pieces that are trusted by millions.

"We are incredibly impressed with the loyalty and commitment of Land's End customers. They expect top quality and outstanding service, and Lands' End always provide just that. Plus they work with ALLIED for both their apparel and bedding products so the same responsible down found in their finest jackets is the same down keeping their customers warm and cozy at night."

ADIDAS / ADIDAS ORIGINALS

No other brand so seamlessly transitions from outdoor to high performance sport to urban than adidas does. ALLIED is proud to be a nominated supplier of adidas outdoor and adidas originals.

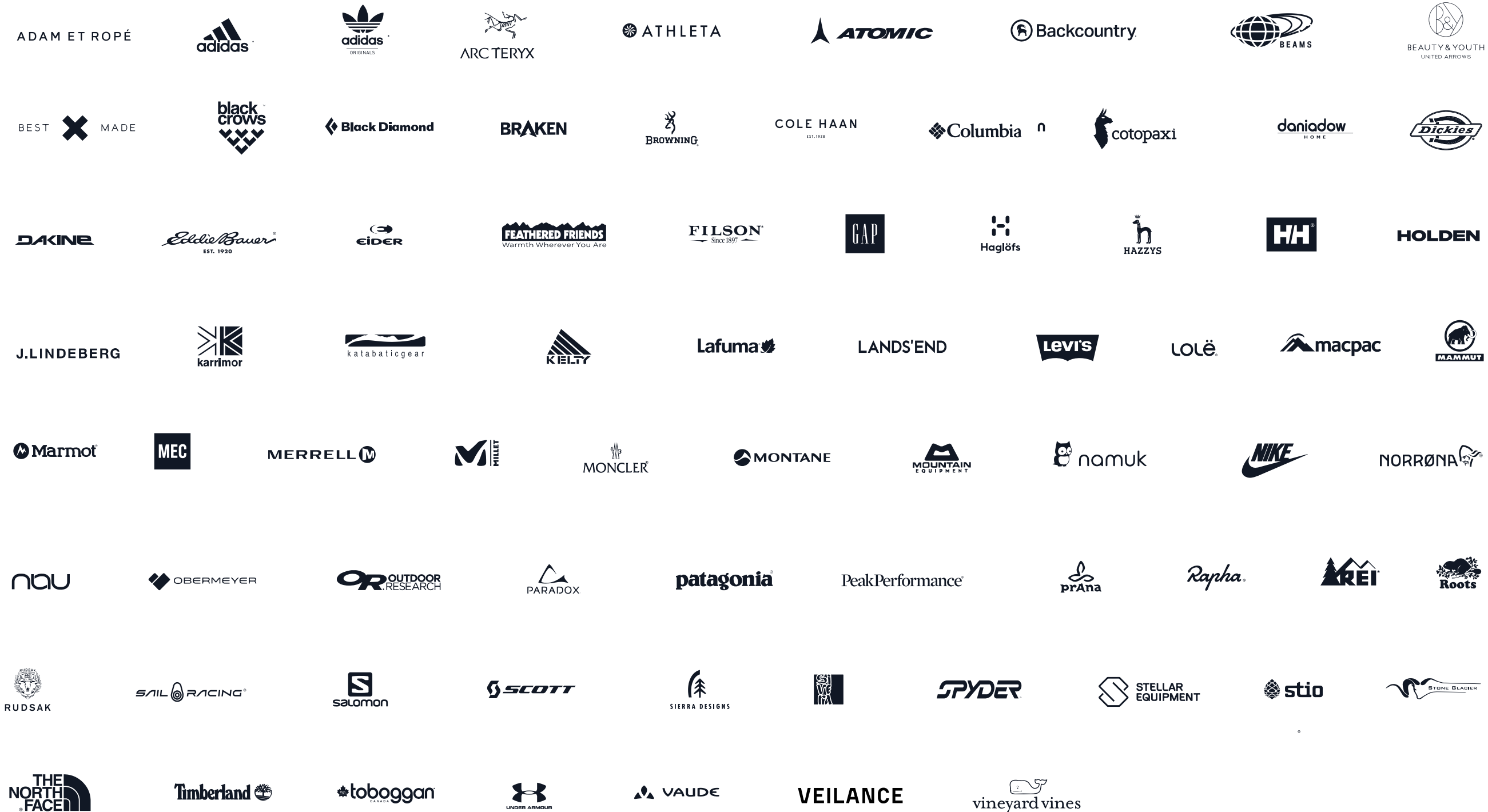




SALOMON

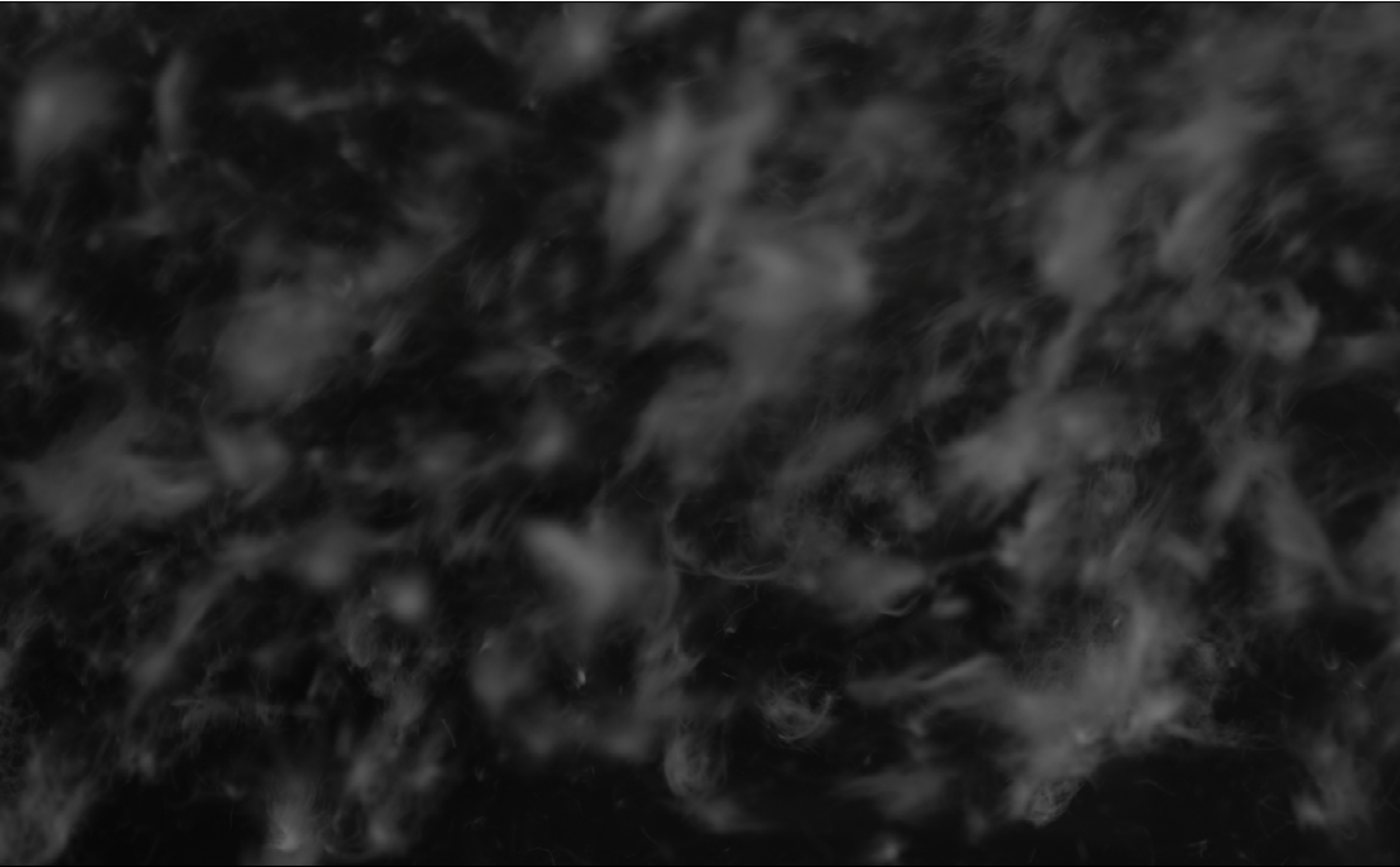
Salomon is known as a leader in the world of winter sports and ALLIED has been a long time supplier of all their insulation for down products. ALLIED works closely with the Salomon product development teams every season to determine the correct specifications needed for the exacting precision needed for their high performance needs.

As the world's largest supplier of down to the outdoor and apparel industry, ALLIED works with numerous brands worldwide. We are proud to be found in many of the largest, most technical, fashionable, and innovative brands.



PRODUCTS

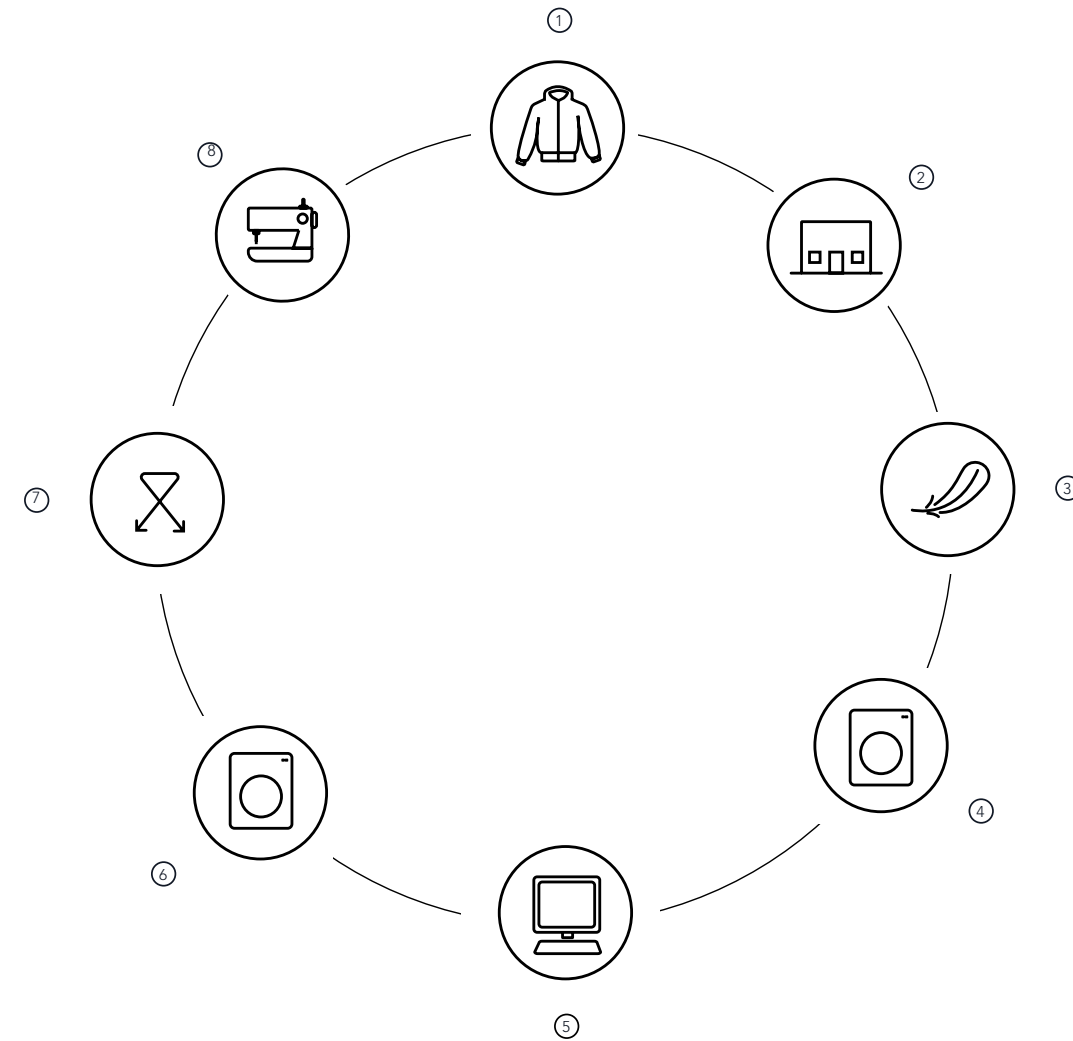
For thirty years, ALLIED has thought about down differently. This has led to an innovative product line featuring technologies that help move down forward - whether through increased performance or added sustainability. ALLIED also works with many partners to develop unique and brand specific solutions.



RENU:700+™

PERFORMANCE RECYCLED DOWN

- Available in either gray or white
- Varies between seasons with a range of 700-800 Fill Power
- Retains durability and loft just as well as virgin material under extended use
- Tests over **1000mm turbidity** making it not only the cleanest recycled down on the market, but amongst the cleanest down period

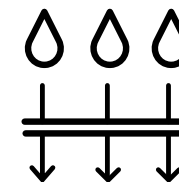
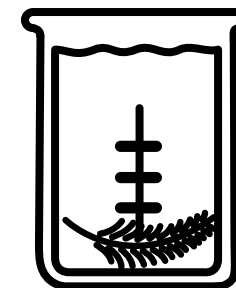


HyperDRY™

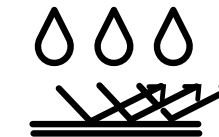
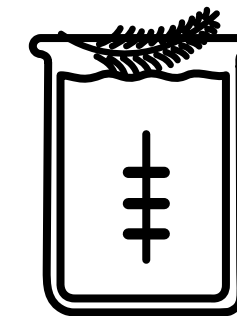
FLUOROCARBON FREE WATER RESISTANT DOWN

- 💧 **30-40x**
more hydrophobic than untreated down
- 💧 **25x less**
water used in processing than conventionally treated down
- 💧 **95%**
compound adhesion versus 60% to 80% in traditional systems
- 💧 requires **5x less**
treatment to achieve same performance
- 💧 dries **4x faster**
than untreated down

UNTREATED



TREATED



BioDown™

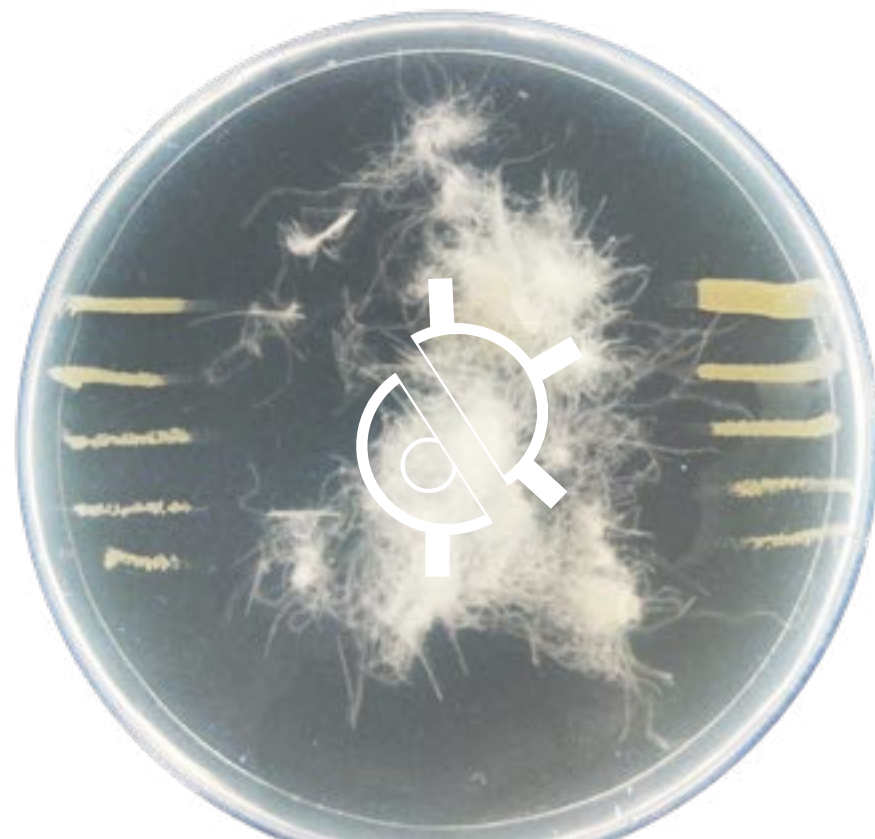
ANTI MICROBIAL DOWN



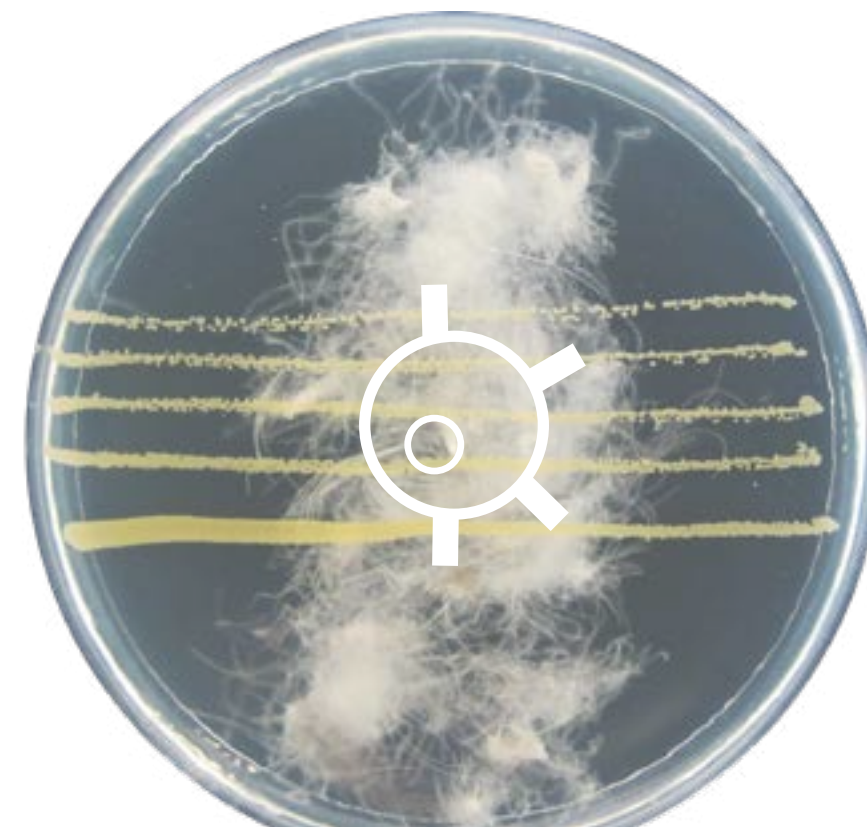
over **99.9%**

effective in the prevention of mold and bacteria growth

TREATED



UNTREATED



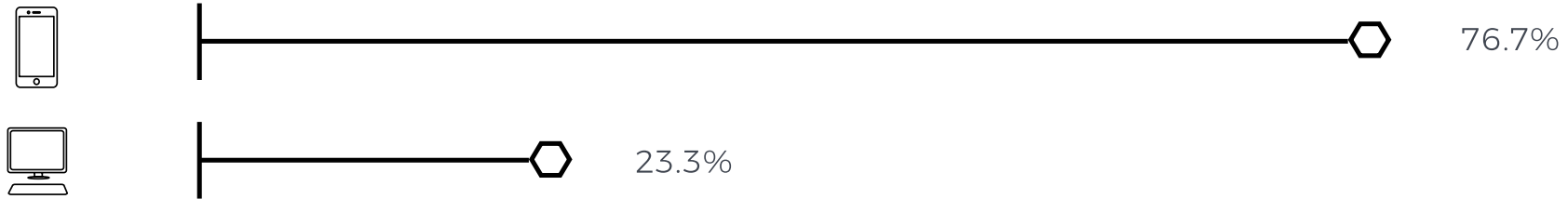
TRACKMYDOWN

TrackMyDown was launched in the Fall of 2015 with the release of the first Responsible Down Standard certified garments. We knew that while the traceability and sourcing certification was needed, the consumer would want to learn more about the exact down in the products they are considering purchasing or using.

Today, TrackMyDown is featured in over 100 brands and retailers worldwide and winner of the 2019 ISPO Gold award.



TRACKMYDOWN.com ANALYTICS



SOCIAL RESPONSIBILITY

We at ALLIED, are extremely proud of our industry-leading corporate social responsibility programs, initiatives, products and partnerships. We are constantly looking at every element of our business to see where we can be more efficient, rethink the current best practices, be more charitable, and help to change the way people think about the climate all to keep #coldculture more accessible to all.





ANIMAL WELFARE & TRANSPARENCY

From the beginning, supply-chain transparency has been critical to everything we do. This has enabled us to be industry leaders in animal welfare and provide products to our partners with full chain of custody certifications so their customers know exactly what they are purchasing and where their insulation comes from.

ALLIED has a long history working with brands, farms, and animal welfare organizations to help build the industry's leading standards, traceability and consumer education.



Four Paws is one of the world's leading animal welfare organizations helping animals all over the world. ALLIED works closely with Four Paws to ensure that all best practices are being met in the down supply chain in general, and that we are constantly improving on current "best practices" above and beyond any standards.



ALLIED helped to build the RDS with The North Face and was the first supplier offering certified material to our partners. ALLIED was instrumental in allowing The North Face to achieve their 100% certified goal an entire year ahead of schedule and remains the global leader in the supply of RDS certified down.



ALLIED is also the largest supplier of down certified to NSF's Global Traceable Down Standard developed by Patagonia.

The supply chain transparency continues as we look to new innovative supply-chains, and continue to work closely with many certification bodies and standards to ensure that all ALLIED products are certified to meet the strictest standards available.



The Global Recycled Standard used with our TITANIUM:RENU is the industry's most comprehensive chain of custody certification for post-consumer goods.



SUSTAINABILITY, CONSERVATION, & CHARITY

Beyond sourcing, ALLIED also strives to lead the industry in overall sustainability and is committed to certifying every facility to the most demanding certifications in the industry. We work closely with industry organizations to constantly improve the health of our company so we can aid in the health of the industry and, further, the well being of the planet.



All of our hard work does no good if we don't give back and help others (including the planet) in need. That is why we have a strategic partnership with Protect Our Winters and work closely with a variety of charitable and conservation organizations.





AWARDS & INDUSTRY PRESENCE

We are very proud of our accomplishments and are honored when our partners and/or the industry in general take special note of them as well. We work extremely hard for all of our partners and look to give as much as we can back to the industry so that we can all benefit together.

AWARDS & ACCOLADES

ALLIED is proud to be recognized by industry, brand and manufacturing leaders with a large number of awards, industry certifications and accolades.



ISPO GOLD AWARD 2019

ALLIED won the coveted ISPO Gold award in 2019 for TrackMyDown in sustainability category.



OUTDOOR INDUSTRY ASSOCIATION TOGETHER WE ARE A FORCE AWARD 2018

ALLIED, The North Face and Control Union were the recipients of the 2018 Together We Are a Force campaign in the sustainability category for the creation of The Responsible Down Standard.



NIKE PREMIUM SUPPLIER PROGRAM 2016, 2017, 2018

For work with the Nike Material Sustainability Index



TNF/ VF SUPPLIER OF THE YEAR 2014/2015

Awarded for ALLIED's work with the RDS and traceability throughout the global down supply chain



ISPO INNOVATIONS AWARDS 2014/2015

Winner for innovative textiles and insulation for Water Resistant, Anti-Microbial and Heat Enhanced down.

A VOICE IN THE INDUSTRY

We are also honored to be asked to present and lead industry panels on social responsibility, building sustainable supply chains, and branding as a sustainably-minded company. In addition to hosting large presentations worldwide to brands and manufacturers, we have appeared recently on the following panels and industry events.

2018 / 2019

DOWN SEMINAR - SEOUL, KOREA

- Part of ALLIED's global down education series

DOWN SEMINAR - HONG KONG

- Part of ALLIED's global down education series

FASHION INSTITUTE OF TECHNOLOGY, NY

- Guest Lecturer discussing how to create a brand through sustainability messaging

2017

EUROPEAN OUTDOOR GROUP - ISPO - MUNICH, GERMANY

- Invited speaker to Sustainability Working Group – “The need to remap what Parallel Production means in the down supply chain”

GREENROOM VOICE - ISPO - MUNICH, GERMANY

- Invited speaker– “The future of traceability for the new consumer”

VIETNAM BUSINESS ASSOCIATION

- Featured speaker

2016

SOURCING AT MAGIC - “A FOCUS ON SUSTAINABILITY” - LAS VEGAS, NV

- Invited keynote speaker – “Why you should know your supply chain”
- Invited panelist – “the future of manufacturing”
- Invited panelist – “supply chain rockstars”

ISPO - MUNICH, GERMANY

- Invited panelist – “The importance and future of The Responsible Down Standard”

AMERICAN APPAREL AND FOOTWEAR ASSOCIATION - ANNUAL CONFERENCE

- Featured speaker – “Traceability in a complex supply chain.”

ALLIED MEDIA / INTO THE COLD

ALLIED understands the value of driving content and are in a unique position to do so. While the outdoor industry continues to expand fashion collaborations and the fashion designers continue to incorporate technical fabrics, ALLIED, in working firmly in both industries, is able to build content that lies strongly within this gap.

So much of both industries' media all looks and thinks the same. ALLIED built Into The Cold to be an outlet to rethink what it means to be "outdoors" through a lens of art, style of fashion and all to push conservation.





IN PRINT

Into The Cold was designed primarily as a print publication. ALLIED works with a tactile ingredient and using the disappearing art of print, convey a message that is profound in content, but warm and inviting in feel.

VOL 02 'CHANGE'

- 01// WILDFIRE
- 02// DISPLACE
- 03// ICE PATCH
- 04// WARNING SIGNS
- 05// BOUNDARY WATERS
- 06// LOTUS
- 07// ADRIAN MARCELIST
- 08// SALMON OUTFIELD JACKET
- 09// EXPANDING THE PINPRICK

INTO THE COLD





ALLIED AMBASSADORS

We are very proud to work closely with a unique and very talented roster of ambassadors and athletes. We are always looking for ways to help expand the consumer's awareness of our cold environments at risk under climate change and use them to help get people into the cold and spread the message of [#coldculture](#). We feature artists, photographers, athletes, designers and scientists. Everyone experiences the outdoors in a unique way, working with such a diverse collection of ambassadors helps bring that diversity and openness to our followers and our partner brands' customers.



FEATURED AMBASSADOR

KILIII YUHAN

Kiliii Yuhan is an award-winning photographer who specializes in Arctic photography and indigenous issues. Kiliii is both Siberian Native and Chinese-American, and he has traveled across the polar regions working with indigenous cultures and wildlife. On assignment, he has fled collapsing sea ice, chased fin whales in Greenland, and found kinship at the edges of the world. His four-year project on the subsistence whaling culture of the Alaskan Iñuit was published in the December 2018 issue of National Geographic magazine, and he has also produced stories for National Geographic Traveler China. Kiliii's work has also been published by TIME, NPR, and The Nature Conservancy, and his images have won awards from Communication Arts, PDN, and The World Photo Organization.



ALLIED AMBASSADOR

JOE KLEMENTOVICH

Joe thrives on creating authentic imagery for editorial and commercial clients in unique and difficult locations. Photography from assignments in the sub-zero ravines of New Hampshire's Mount Washington to the bug-infested mangrove islands of the Florida Everglades fly fishing for tarpon have appeared in print nationally. His work has been the cornerstone of large national ad campaigns for Mission Athlete and Voltaic Systems and Sterling Rope. Joe's freelance career includes working with The New York Times, Boy's Life Magazine, Fly Fisherman, and many other publications that place a premium on capturing real people, places, and the stories they tell.

Mountains, rivers and oceans have always played an important part in Joe's work. His connection and love of the outdoors has lead him to photography and video projects with New Hampshire Public Television on their "Windows to the Wild" television series, The Nature Conservancy and Adventurer Scientists in their work to explore, protect, and promote our environment.



ALLIED AMBASSADOR

TOBIN ZIEL

Tobin lives for the outdoors.

He began scrambling rocks early on in Los Angeles' Stoney Point with his father. It was there in the same rocks that the first stonemasters got a start in climbing that Tobin's passion flourished. Gravitating away from the competitive climbing scene, his weekends were filled with trips to Joshua Tree, Tahquitz or the Eastern Sierra.

Climbing has afforded Tobin with the ability to live in a constant state of adventure. In 2015 he moved to Seattle, Washington, where the Cascades would become his playground. Some of his favorite experiences during his time in Washington include winter ascents of Rainier and Adams, hiking the 74 mile Section J of the Pacific Crest in less than two days, and getting lost in late season snow during an unsuccessful attempt at a route up South Early Winter Spire in the North Cascades.

Recently, Tobin moved back to his native Los Angeles where he continues his training for alpine climbing. He plans on utilizing the big walls of Yosemite and the countless high sierra objectives as he prepares for the next big adventure.



ALLIED AMBASSADOR

KARIM SAHAI

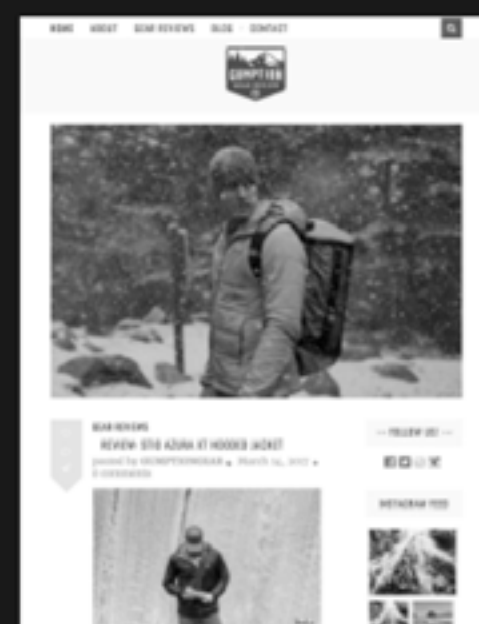
Karim Sahai is an award-winning nature photographer and cinema visual effects supervisor.

Karim's lifelong passion with nature, wildlife, and crafting compelling images has spanned the world of photography and motion pictures for well over two decades. In his dramatic High Arctic images of polar bears, the frozen landscapes of Svalbard, or portraits of the critically-endangered mountain gorillas of East Africa, Karim's unique brand of imagery expertly combines the tradition of fine art still photography with digital methods employed in today's motion pictures.

As an artist and visual effects supervisor, Karim Sahai has collaborated with many of today's acclaimed directors (Steven Spielberg, James Cameron, Peter Jackson) and was directly involved in the creation of many of the key visuals in "The Lord Of The Rings" and "The Hobbit" trilogies, "Avatar", "The Chronicles of Narnia", "X-Men", "The Avengers" and more than 40 other films.

In his creative approach, Karim Sahai uses his knowledge of light and film to create images that elicit a connection with the power and fragility of the Arctic. Through his workshops and tours, Karim shares his artistic methods and vision to empower photographers in achieving their own creative direction and for nature lovers to become natural ambassadors of our rapidly changing world.

IN THE NEWS





Men's Health

The Utah Review

"At Outdoor Retailer show, Allied Feather and Down emerges as full-spectrum ambassador for integrity of nature, environmental conservation. [...] For Allied Feather and Down, a family owned business based in California that supplied more than 2.6 million pounds of responsibly sourced down insulation and fill last year to many of the best-known brands in outdoor recreation apparel and equipment, the whole spectrum of these issues has lifted this entrepreneurial enterprise to a more than admirable position of corporate conscience and responsibility. Courageous enough to take game-changing action and to confront respectfully its most ardent and aggressive critics and skeptics, Allied encompasses a passion that sears precisely like the Thoreau metaphor of a subterranean fire."

[Read full article here.](#)

"Despite temps ranging from -5 degrees F to a balmy 14 degrees F, this particular weekend was hosted by Allied Feather & Down, one of the largest down suppliers in the world for the last 30 years. Thus, regardless of the fact that it was dumping snow where we were camping on the shores of a frozen lake in East Canyon State Park west of Salt Lake City, Utah, down pillows and comforters, and eco-friendly, water-resistant down Blue Kazoo sleeping bags from The North Face helped stave off the chill."

[Read full article here.](#)



"Most major suppliers that sell fully certified cruelty-free down also supply uncertified down at the same time; some suppliers even knowingly sell down from the foie gras industry alongside cruelty-free down. ALLIED has shown true leadership and has proven that regardless of a suppliers' size, if they want to be cruelty-free they can. We call on all suppliers to follow ALLIED's example and fully exclude down feathers from force-fed or live-plucked animals from their supply."

[Read full article here.](#)



ELEVATION outdoors MAGAZINE

“ALLIED Feather & Down, sources their down responsibly, and maintains a high standard of low environmental impact in their production process. So, not only does a Stio Hometown Down Hooded jacket look sharp and keep you cozy, you can actually feel good about wearing it too.”

[Read full article here.](#)

“To some, choosing the colour of their new sleeping bag might be as far as the decision process goes and for others the fill power and treatment of the down might factor in. Very few will go as far as researching the down supplier of a particular item. Does it matter? I suppose that’s up to the individual but here are a few stand out reasons that you should consider an Allied Feather & Down sourced product. Sustainability and responsibility. It’s no longer trendy to consider the environment or animal welfare it’s the norm and Allied has worked hard over the last 30 years to progress with those values in mind. They have been recycling water used in manufacturing for nearly 3 decades. Last year it was an average of 65 million gallons per facility that was recycled. Allied has developed a process that allows them to treat the down prior to being introduced to water which significantly reduces water contamination. By the end of this year, 100% of down supplied by Allied will be certified. This means that down sourced by Allied is 100% free from live plucking practices, force feeding, overcrowding or supplied by any part of the supply chain that does not meet the criteria of the RDS.”

[Read full article here.](#)



“Birds of a feather may flock together, but their down is not all the same. When it comes to sourcing the best down products, we don’t just search for fill-power numbers or shop the latest manufacturer labels. We try our best to find jackets, coats, sleeping bags, and other down-filled products made with insulation products from US-based and family owned Allied Feather and Down.”

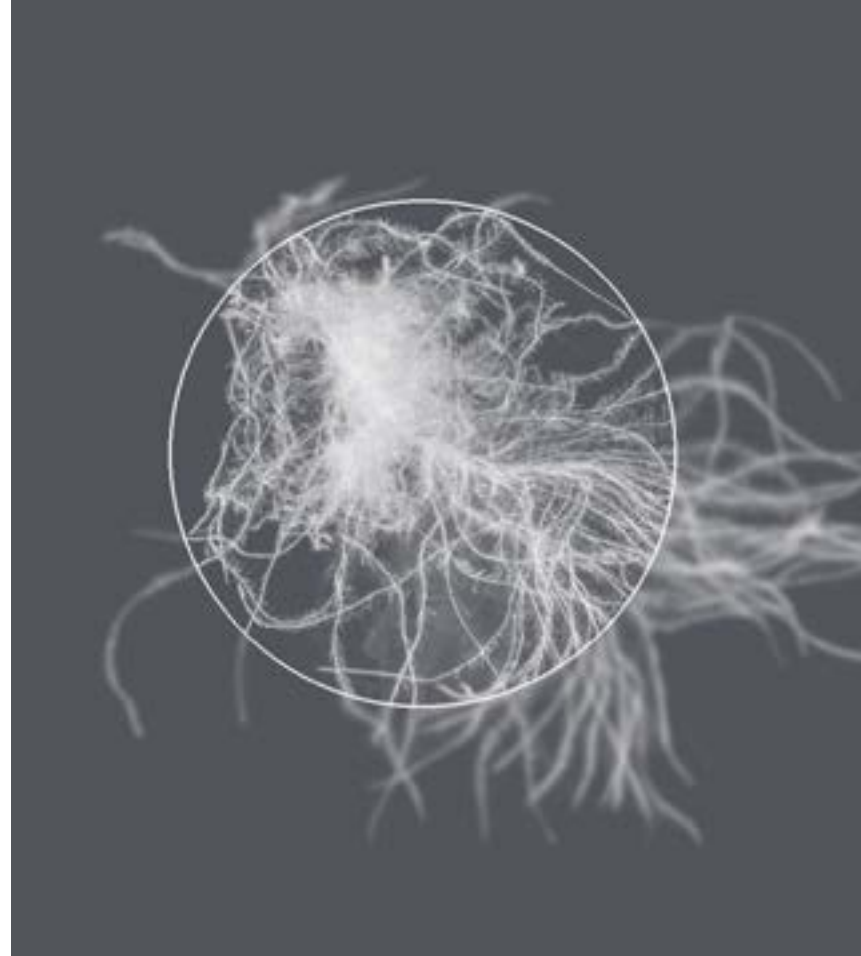
[Read full article here.](#)



GEAR PATROL

"ALLIED Feather & Down is one of the leaders in the industry for tracking the entire life cycle of down insulation used in products by brands like The North Face, Helly Hansen, Eddie Bauer, Feathered Friends, and Outdoor Research, among others."

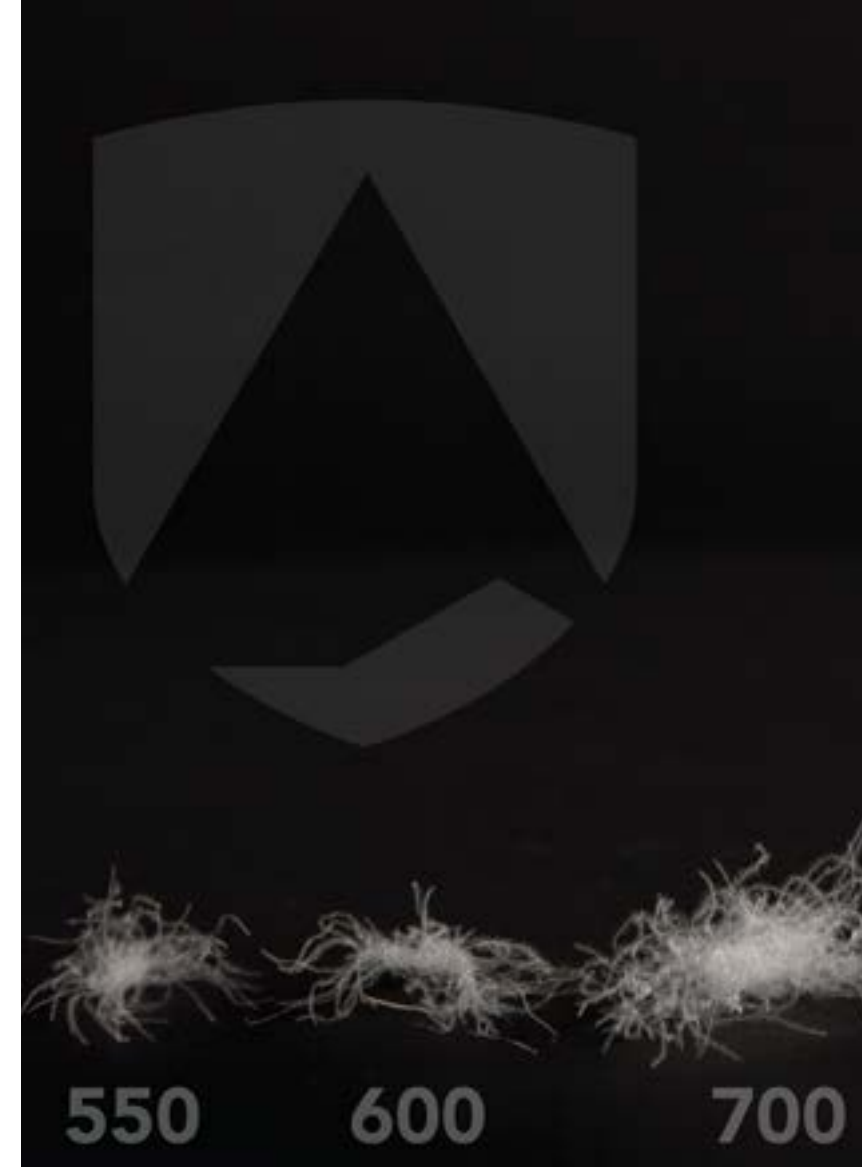
[Read full article here.](#)



EXAMINER

"With an increasing surge of feather down jackets and other outdoor gear utilizing down, do you seriously wonder where and how the down was obtained? Was it ethical? Would you be able to track where it came from? If you have a product made with ALLIED Feather & Down, you know these questions can easily be answered and be assured that it was responsibly sourced... ALLIED Feather & Down has increased transparency and traceability in their supply chains so consumers are more than aware of the history of the down in their product. Their high ethical standards and transparency show that they have nothing to hide when it comes to providing some of the best resources in the most responsible way."

[Read full article here.](#)



"Beyond it's core products, HyperDRY,™ a hydrophobic down insulation and HyperDRY ECO,™ a fluorocarbon-free hydrophobic down, ALLIED has expanded the range of water-resistant down treatments with innovations like an anti-microbial treatment called BioDown™ and a down/fiber blend called FX Down.™ They've also led the way on an innovative cleaning method that produces the industry's cleanest down under the most sustainable conditions."

[Read full article here.](#)



GEARJUNKIE



"All newly restyled, the Cosmic 20°F sleeping bag now has the exceptional warmth of 550-fill hydrophobic DriDown™ from ALLIED Feather and Down for higher performance."

[Read full article here.](#)

"ALLIED Feather & Down, a leader in high quality natural down, introduces LofTech, a synthetic insulation that closely mimics the look and feel of natural down. By engineering a bit of "chaos" into otherwise uniform synthetic clusters, LofTech improves compressibility, one of the biggest disadvantages of synthetics vs. down."

[Read full article here.](#)

WESTSIDE MOMMY

"When you rest your head to sleep, nestle into a down pillow that you can feel good about, with contents from ALLIED Feather & Down is the trendsetter in responsibly and sustainably sourced duck down. Their supremely soft down filler is used in premium pillows by brands such as Pillow Bar, and also in high-end outdoor apparel. Their down used is luxuriously billowy, odor-free, long lasting, and anti-microbial and treated and cleaned with methods and technologies that produce ultra-dry, fluorocarbon-free hydrophobic down. The fact that ALLIED is the leader in their industry in animal welfare practices and environmental safeguards will help you sleep even more soundly."

[Read full article here.](#)



**ALWAYS AVAILABLE TO
ANSWER QUESTIONS**

WHAT IS DOWN?

Down is a three dimensional plumule that grows on the belly and chest of waterfowl under larger feathers. Down is not a feather and does not have any sort of central quill. The clusters interlock to trap air which is what allows down to be the warmest insulation on the planet in regards to warmth vs. weight.

It is estimated that an average bird only produces from 30 to 45 grams of down. This, of course, will differ amongst regions and species. That's quite a few birds to produce your average down jacket or sleeping bag. And because there is so little down grown by each bird, only a very small value of the bird comes from the material. On average, only 2 to 5% of the value of the bird comes from the selling of the down and feather. This makes it financially impossible to simply raise birds solely for their down and why we rely on the food industry, making down a by-product of that.

Where people consume the most ducks and geese is where we find the most down and is also why China accounts for about 80% of the world's supply.

WHAT IS FILL POWER?

Fill power is very simply put, the cubic inches 30 grams of down will take up. This translates to the ability to loft and insulate. The larger and stronger the down cluster, the more air will be trapped as those clusters take up more volume. Thus, the higher the filling power, the greater the ability of down to insulate and provide warmth.

This is the number you have likely noticed on down jackets. In the past, down has only been marketed according to fill power as this was the best way to determine quality of the insulation. This held relatively true when most down jackets were constructed with the same fabrics and designs. As designs, fabric technology and manufacturing innovations change, it is not always the case that the higher fill power is the best option for that particular product. A jacket that has extremely tiny baffles, for example, may actually perform better and more consistent with a smaller 600 fill power cluster than a large 800 fill power cluster as the larger will not have the space to loft properly.

ALLIED is working closely with all our partners to rethink how down is marketed to the consumer that accounts for all the complex details. Many potential down customers are confused at the variation of numbers and sourcing practices. It's our goal to help educate the end user so they can make better informed decisions and to help differentiate our partners' products.

ALLIED prides itself on the fact that our down not only has an initial strong fill power but the ability to maintain that fill power throughout its life with proper care.

DOES ALLIED SELL DOWN FROM LIVE-PLUCKED OR FORCE-FED GEESE OR DUCK?

No.

In 2008, Allied became the first company of its kind to require signed declarations from suppliers verifying that materials purchased were not harvested from any live plucked or force-fed source.

Allied is also fully certified under both the [Textile Exchange's Responsible Down Standard](#) and NSF's Traceable Down Standard, using third party auditing to ensure that none of the down that they source is from live plucking. Further, ALLIED is leading the charge to make changes to the Responsible Down Standard that prohibits ANY supplier that is certified to supply RDS material from selling down from force feeding or live plucking.

WHAT DOES RESPONSIBLY SOURCED MEAN?

Responsibly sourced down means the down has not come from birds whose feathers and down were plucked while they were still living or who were force fed in order to increase their meat production. It also means making sure that all birds have been kept in the best possible conditions. We recognize that we are upcycling an animal by-product and respect all differing lifestyles. We are the first to say that if you live a vegan lifestyle and do not wear leather or use any other animal by-products, then you should probably consider some of the synthetic insulations. However, the rapid increase of petroleum based synthetic fibers - whether recycled or not - has led to a very large and growing environmental concern.

HOW IS THE DOWN GATHERED?

Birds are not bred for down. Down is strictly a by-product of the meat industry. After the birds are slaughtered for their meat, the down and feather is collected, separated, sterilized, sent to one of our processing facilities for further cleaning, and then finally packed and shipped directly to the manufacturer.

Down comes from two distinct supply chains. The industrial model is where it is easily traced, but where we see the risks of animal welfare abuses. The other part of the supply comes from collectors who gather material from micro farms which are sometimes simply families raising a couple birds to feed themselves and maybe their neighbors. There is almost zero risk of animal welfare in this part of the supply, but it is very complicated and difficult to trace.

WHERE DOES MY DOWN COME FROM?

ALLIED uses the finest, ethically sourced down from Eastern Europe and China. ALLIED sources from those regions that do not engage in force feeding and where it tends to be coldest. The colder the climate and the older the birds, the larger and stronger the down clusters will be providing a warmer and more durable insulation.

ALLIED tracks every lot of down that comes into their possession and has developed its TrackMyDown.com program – a website that allows consumers to enter a tracking number online and see where the down came from and learn about the breed, quality and fill-power and other interesting characteristics of the insulation.

WHAT IS LIVE PLUCKING AND WHERE DOES IT HAPPEN?

Live Plucking is a barbaric practice of ripping the down from a live bird causing great pain and, at times, death. We estimate that this practice only accounts for a tiny percentage of the global down supply and that close to 98% of the duck and goose supply chain is production of meat where the birds are consumed between 8 to 12 weeks for duck and a little older for geese.

In the parent farms, birds live for several years and would naturally molt their down throughout their lives. Unscrupulous farmers will take the opportunity to harvest down from these mother birds several times throughout their lives whether molting naturally or not. The down produced from live plucking will always be of a very high fill power as these are very mature birds. It is also a practice that we have never heard of occurring with grey birds thus being isolated to White Goose Down above 850 fill power at a minimum.

This does not mean, however, that all White Goose Down above 850 fill power comes from live plucking. ALLIED has certified a number of parent farms to ensure they will never live pluck their birds and have worked to ensure traceability within the collector based supply where the birds are older and provide equally high quality material with zero risk of animal abuse.

WHAT OTHER ANIMAL WELFARE ISSUES SHOULD I BE CONCERNED ABOUT?

While the practice of live plucking is the most barbaric, cruelest and provides the best reactionary video clip, the widespread practice of force feeding birds for the Foie Gras industry is equally troubling to us. In many parts of the world, particular duck and geese are manually overfed to engorge their livers to produce a fatty liver. ALLIED looks to countries that have completely outlawed the practice and in the countries where we do source that still allow for such a practice, we are constantly on the ground auditing the farms ourselves on top on any third party certifications just to make sure we are as knowledgeable as possible about that supply chain and to make sure this is not happening

Further, we helped build these industry standards to go beyond these two main issues. For us, making sure the animals are treated according to Brambel's Five Freedoms of animal welfare was just as important and standards like the RDS go a long way to ensure that. There are times where we, even though we are just purchasing the down, have gone into farms and factories and modified their facilities - at our cost - so every bird is treated as well as possible.

WHAT IS THE RESPONSIBLE DOWN STANDARD (RDS)?

The RDS is a relatively new standard set by the outdoor industry to audit and ensure the ethical treatment of all animals in its down supply chain and validate all claims through an established chain of custody process. ALLIED helped to develop the standard with The North Face and gifted it to Textile Exchange for use by the entire industry. ALLIED was the first adopter of the RDS and continues to be the largest supplier selling to a number of brands in the outdoor, fashion and bedding industries. Read more about the Responsible Down Standard by clicking [here](#).

HOW DOES THE RESPONSIBLE DOWN STANDARD WORK?

The RDS is run by the non-profit organization Textile Exchange who uses third party auditors such as Control Union to check all points on the supply chain to make sure that a company is adhering to the RDS by not harming animals in the procuring of down. Built upon the Content Claim Standard, every step along the chain of custody is certified to ensure that every product labeled with the RDS logo comes from responsible sources.

HOW DO I KNOW IF MY JACKET, SLEEPING BAG OR HOME PRODUCT IS MADE FROM RESPONSIBLE DOWN?

Look for a hangtag on the product with the ALLIED logo. ALLIED goes beyond just the Responsible Down Standard and works with other equally or more robust standards and brand initiatives. 100% of ALLIED's supply chain is certified to be free of animal welfare abuses so simply knowing that ALLIED is inside is knowing that the down has been responsibly sourced.

WHY IS ALLIED DOWN SUPERIOR?

Beyond the responsible sourcing, all ALLIED down is processed in the industry's leading sustainable processing methods. The source is only one part of a quality down insulation. How it is processed is equally important.

Down is comprised of Keratin and much like our hair, it requires a very precise amount of fat and oil to be resilient, but not too much to lose its loft and feel dirty.

Many processors will save time and money by over-processing material. Washing quickly in harsh environmentally damaging chemicals and over drying in a very hot dryer. While this is fast and cheap, and might make the down clean, it produces a down that resemble over-processed hair. It becomes brittle and loses its insulation properties quickly.

ALLIED's processing goes through many different stages and often requires over 10 washings. As a bluesign® system partner, we only use environmentally friendly soaps and a very gentle drying. Even though it takes significantly longer, it is our goal to provide an insulation that will last a lifetime and is good for the environment. Our processing method also allows us to recycled over 65 million gallons of water annually.

HOW DOES ALLIED PROCESS ITS DOWN AND FEATHERS?

Sterilized raw material first comes into one of our state-of-the-art facilities. From there, the fill undergoes a proprietary, sustainable cleaning process where it is washed multiple times in non-phosphate, non-ionic soap and recycled water. This results in a set of high-turbidity and low-oxygen numbers that rule out the presence of any unwanted materials. After the down is washed and chemically cleaned, it is sorted into different grades. Our U.S. down processing facilities produce more than SIX million pounds of down a year. Our manufacturing facilities for bedding produce up to 10,000 pillows per day.

WHY IS CLEANING DOWN SO IMPORTANT?

Cleaning down is imperative to its performance in the outdoors and in the home. Properly washed and dried down ensures the maximum loft and durability of the down itself. Down that is too brittle will quickly break into fiber and down that is not thoroughly clean can more easily grow mold and bacteria that can weight the cluster down losing both loft and insulation value.

DOES ALLIED HAVE ITS DOWN TESTED BY ANY INDEPENDENT PARTIES?

Yes. In addition to our in-house, accredited facility where we have the most senior technicians in the world that tests our down for content, species, fill power, average feather length and cleanliness, we also send a sample of every lot of down we produce to an independent third-party laboratory such as International Down and Feather Laboratory (IDFL) and California Down and Feather Testing Laboratory.

HOW CAN ALLIED DOWN BE MORE SUSTAINABLE THAN SYNTHETIC?

Whereas down and feathers are all-natural and 100% recyclable products, synthetic fillings are made from non-renewable and often toxic petrochemicals. Since the beginning of time, down and feathers have been recognized as the world's best insulation. Down and feather blankets, quilts, and comforters allow consumers to drop home thermostats by several degrees, creating enormous energy savings. There is still no synthetic that comes close to matching the warmth to weight ratio of down and the carbon footprint is amongst the smallest of any ingredient in the textile industry.

HOW LONG CAN I EXPECT MY ALLIED PRODUCT TO LAST?

With the proper care and cleaning, your down product will remain functional longer than you will.

Down products should simply be washed in a normal cycle with a mild detergent (preferably one made specifically for down). If possible, an extra rinse cycle without soap will help remove any remaining soap. Drying is the most important part of care. Drying should be done on low with the addition of clean tennis balls or other instruments to help break up and loft the down. It will likely take several cycles and up to a couple hours to dry completely. At low heat, it is better to over dry than remove too early.

ALLIED

FEATHER & DOWN



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