



Allied News

AUGUST 06, 2014

Allied Feather & Down Responsible Down Standard (RDS) Certified Down Available Fall 15

PRIMARY DOWN SUPPLIER WILL DISTRIBUTE FIRST LOT OF RDS CERTIFIED DOWN

Montebello, Calif. (Aug. 6, 2014)—[Allied Feather & Down](#), the outdoor industry's primary supplier and processor of down, has completed the audit and certification process of the Textile Exchange Responsible Down Standard (RDS) for a significant percentage of its global down supply chain. [The North Face](#), one of the original creators of the RDS has committed to purchasing the majority of this down and will be integrated it into products beginning in Fall 2015. This commitment signifies a major step toward bringing responsibly sourced down to market.

The RDS was developed by The North Face in partnership with [Control Union Certifications](#), an accredited third-party certification body, and Textile Exchange, a global nonprofit dedicated to sustainability in the textile industry. Allied supported the development of the RDS by leading The North Face and Control Union Certifications through their global supply chain, evaluating conditions and identifying where auditing should take place as a way to certify that there is no live plucking, force feeding or any other mistreatment of animals, from gosling to finished product. In addition, the RDS has strict traceability requirements to validate the source of certified down and feathers.

"We are proud to be the first to offer down from global RDS certified supply chains. We are thrilled to have partners like The North Face and other leaders in the industry adopting this comprehensive standard," said Daniel Uretsky, COO of Allied Feather & Down.

The North Face is currently working with Allied and Control Union to apply the RDS across every level of its down supply chain. Starting in 2015, The North Face will source 30 percent of its overall down from a fully audited and RDS-certified supply chain and incorporate it into its Fall 2015 product line. The North Face aims to source and integrate RDS down for 100% of down products by 2017.

"We are excited to announce the forthcoming reality of more responsible down in our products through the partnership of Allied, among others," said Adam Mott, Director of Sustainability, The North Face. "The RDS is currently the broadest and most comprehensive approach to animal welfare available in the down supply chain. Through its collective use, the industry will see improved animal welfare conditions and better traceability in the down supply chain at a much larger scale than The North Face could accomplish alone," he said.

In keeping with Allied's [commitment to education](#) and the RDS, Allied will be offering a breakfast seminar at [Outdoor Retailer Summer Market](#). Representatives from Allied, Textile Exchange and The North Face will educate vendors and retailers on how working with Allied and the RDS brings added value to their brands and products. The seminar will be held at Outdoor Retailer on Friday, August 8 at 7:30 a.m. in the Salt Palace, room 151G. Vendors and retailers interested in hosting additional seminars should contact communications manager, Lauren Fallert, lfallert@verdepr.com.

JULY 31, 2014

Allied Feather & Down Introduces Fluorocarbon-Free HyperDRY ECO

Montebello, Calif. (July 31, 2014)—[Allied Feather & Down](#), the outdoor industry's primary supplier and processor of down, introduces its newest [proprietary down technology](#), a fluorocarbon-free water resistant down called HyperDRY ECO. HyperDRY ECO is Allied's latest development in water resistant down technology and environmental responsibility.

Allied worked closely with [bluesign®](#) system partners to develop the fluorocarbon-free treatment to apply to its down that adheres to all bluesign®-approved chemistry standards. Developed for some of the most demanding technical brands, HyperDRY ECO exhibits an optimal blend of water resistance, fill power, durability, cleanliness, and washability while diminishing its impact on the environment.

"We are mindful of our footprint on the Earth, which is why we implement many environmentally conscious initiatives into our business practices," said Daniel Uretsky, COO of Allied Feather & Down. "HyperDRY ECO is the next progression of our commitment to the environment."

HyperDRY ECO fluorocarbon-free technology can be applied to [Responsible Down Standard \(RDS\)](#) certified down, offering one of the most environmentally conscious and responsibly developed down products on the market.

HyperDRY ECO is available immediately and can be used with Allied's BioDown anti microbial down technology as well as FX Down, a hybrid down and synthetic blend. Vendors interested in blending options, samples for testing, and pricing should contact Daniel Uretsky, Daniel@alliedfeather.net.

MAY 13, 2014

progression of our commitment to the environment."

HyperDRY ECO fluorocarbon-free technology can be applied to [Responsible Down Standard \(RDS\)](#) certified down, offering one of the most environmentally conscious and responsibly developed down products on the market.

HyperDRY ECO is available immediately and can be used with Allied's BioDown anti microbial down technology as well as FX Down, a hybrid down and synthetic blend. Vendors interested in blending options, samples for testing, and pricing should contact Daniel Uretsky, Daniel@alliedfeather.net.

MAY 13, 2014

Allied Feather & Down to Offer Educational Seminars on Down SEMINARS OPEN TO VENDORS, RETAILERS AND CONSUMERS

Montebello, Calif. (May 13, 2014)—[Allied Feather & Down](#), a global supplier and processor of down within the home and outdoor industries, is building on its commitment to transparency by offering global educational seminars to vendor partners, retailers and consumers. The goal of these seminars will be to educate users on the natural qualities of down, Allied's practices and products, and down industry trends.

Allied's decision to host educational seminars was inspired by the unmet demand for additional information on sourcing and procurement practices. In talking to retail and vendor partners, it became apparent that a majority of individuals with a vested interest in down were lacking information on even the basic facts such as the difference between feather and down. As the industry leader, Allied is making it their responsibility to educate vendor partners, retailers, and consumers.

"After being approached with many questions on down and on our practices over the years, we have come to realize that there is a lot of confusion in the market place when it comes to down," said Daniel Uretsky, COO of Allied. "Most people we have spoken to- from consumer to manufacturer- have limited knowledge on this byproduct beyond the words 'fill power'." Allied is taking initiative to ensure that people are well informed on what's inside their

beyond the words "all power." Allied is taking initiative to ensure that people are well-informed on what's inside their jacket or bedding that is keeping them warm."

The seminars will be hosted by Daniel Uretsky and may incorporate guest speakers from third parties such as [International Down and Feather Testing Laboratory \(IDFL\)](#), [Textile Exchange](#), and Control Union.

The Allied Educational Seminars will address topics such as:

- Down 101: The anatomy of down
- Quality: How the down is chosen and how it is tested
- Innovations in down technologies
- Sourcing: Where the down is sourced from and how it is collected
- Traceability: Steps Allied is taking to show where their down is coming from
- Allied Down and its [commitment to the Responsible Down Standard](#)

"We just returned from our first educational seminar in Hong Kong which we hosted with IDFL; the event was a huge success," said Uretsky. "We had triple the attendance we were anticipating. After seeing the value this brought to our audience, we are eager to map out the next steps on this tour."

Allied hopes that the seminars will help to educate users of down and dispel the misconceptions while continuing to lead the down industry by encouraging transparency.

The debut of the educational seminars in North America will be held at a breakfast at [Outdoor Retailer Summer Market](#), on Friday, August 8. Vendors and retailers interested in hosting a seminar should contact communications manager, Lauren Fallert, lfallert@verdepr.com.

To learn about down in the meantime, visit Allied's [FAQ](#) page.

FEBRUARY 19, 2014

Allied hopes that the seminars will help to educate users of down and dispel the misconceptions while continuing to lead the down industry by encouraging transparency.

The debut of the educational seminars in North America will be held at a breakfast at [Outdoor Retailer Summer Market](#), on Friday, August 8. Vendors and retailers interested in hosting a seminar should contact communications manager, Lauren Fallert, lfallert@verdepr.com.

To learn about down in the meantime, visit Allied's [FAQ](#) page.

FEBRUARY 19, 2014

Allied Feather & Down Helps Develop, Adopts new Responsible Down Standard CERTIFIED RDS DOWN AVAILABLE FOR FALL 2015 PRODUCT LINES

Allied Feather & Down is the first adopter of The North Face's Responsible Down Standard, which creates a way for outdoor industry brands to ensure the ethical treatment of the animals in the down supply chain. Vendors will be able to incorporate the new, certified down in their Fall 2015 product lines. The standard ensures that the down and/or feathers from goslings and geese used in certified garments were not live-plucked, and that the animals weren't force-fed.

FEBRUARY 19, 2014

Allied Feather & Down Helps Develop, Adopts new Responsible Down Standard CERTIFIED RDS DOWN AVAILABLE FOR FALL 2015 PRODUCT LINES

Allied Feather & Down is the first adopter of The North Face's Responsible Down Standard, which creates a way for outdoor industry brands to ensure the ethical treatment of the animals in the down supply chain. Vendors will be able to incorporate the new, certified down in their Fall 2015 product lines. The standard ensures that the down and/or feathers from goslings and geese used in certified garments were not live-plucked, and that the animals weren't force-fed.

Allied has focused on down procurement and tracing systems for several years. In 2008, the company was the first of its kind to institute signed declarations to verify that the down it purchased wasn't from a live-plucked source. It was also the first feather and down processor to earn bluesign® certification in 2010.

The North Face's Responsible Down Standard is relatively new. It was developed in partnership with Control Union Certifications, an accredited third-party certification body, and Textile Exchange, a global nonprofit dedicated to sustainability. Allied played a key role in the development of the certification, as the company opened up its supply chain processes to The North Face and Control Union.

and/or feathers from goslings and geese used in certified garments were not live-plucked, and that the animals weren't force-fed.

Allied has focused on down procurement and tracing systems for several years. In 2008, the company was the first of its kind to institute signed declarations to verify that the down it purchased wasn't from a live-plucked source. It was also the first feather and down processor to earn bluesign® certification in 2010.

The North Face's Responsible Down Standard is relatively new. It was developed in partnership with Control Union Certifications, an accredited third-party certification body, and Textile Exchange, a global nonprofit dedicated to sustainability. Allied played a key role in the development of the certification, as the company opened up its supply chain processes to The North Face and Control Union.

JANUARY 24, 2014

Allied Feather & Down Commits to The North Face Responsible Down Standard and/or feathers from goslings and geese used in certified garments were not live-plucked, and that the animals weren't force-fed.

Allied has focused on down procurement and tracing systems for several years. In 2008, the company was the first of its kind to institute signed declarations to verify that the down it purchased wasn't from a live-plucked source. It was also the first feather and down processor to earn bluesign® certification in 2010.

The North Face's Responsible Down Standard is relatively new. It was developed in partnership with Control Union Certifications, an accredited third-party certification body, and Textile Exchange, a global nonprofit dedicated to sustainability. Allied played a key role in the development of the certification, as the company opened up its supply chain processes to The North Face and Control Union.

JANUARY 24, 2014

Allied Feather & Down Commits to The North Face Responsible Down Standard *Primary down supplier adopts new outdoor industry standard for global supply chain transparency*

Montebello, Calif. (Jan. 24, 2014)—Allied Feather & Down, the outdoor industry's primary supplier and processor of down, today announces their commitment to the Textile Exchange's new [Responsible Down Standard \(RDS\)](#) developed by [The North Face](#). The RDS will allow outdoor industry brands 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 is the first adopter and will be the primary supplier of RDS Certified Down.

The RDS was developed by The North Face in partnership with [Control Union Certifications](#), an accredited third-party certification body, and [Textile Exchange](#), a global nonprofit dedicated to sustainability in the textile industry.

third party certification to help ensure ethical and responsible sourcing practices and to ensure transparency in the supply chain. The North Face gifted the standard to Textile Exchange in an effort to affect change in the down supply chain through widespread adoption. Allied supported the development of the RDS by leading The North Face and Control Union Certifications through their global supply chain, evaluating conditions and identifying where auditing should take place.

Allied has also partnered with Control Union as their third party verification auditor for the Responsible Down Standard to certify that there is no live plucking or force feeding of geese, from gosling to finished product.

The North Face gifted the Responsible Down Standard to Textile Exchange to encourage industry-wide ethical business practices and transparency. It is Allied's hope that manufacturing companies across the industry will see the importance of purchasing down from a secure, ethical supply chain. Allied's vendor partners have the opportunity to incorporate RDS Certified Down in their product lines for Fall 2015.

"The Responsible Down Standard is one of many ways that we show our commitment to ethical business practices," said Daniel Uretsky, COO of Allied Feather & Down. "We are constantly working to improve upon our supply chains to ensure we are on the forefront of environmental and ethical practices in the sourcing of down."

For years, Allied has been a pioneer in developing the most innovative and traceable systems for procuring and tracing down. 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 source. In 2010, Allied also became the first feather and down processor to receive the prestigious bluesign Certification. In 2011, Allied became the first company of its kind to engage a third party to audit and review their entire supply chain. These procedures ensure that Allied conforms to the best available environmental and animal welfare regulations and standards.

Allied continues to work on improving the way feather and down is procured for the outdoor industry. The RDS is another quality control system that Allied is happy to usher into the industry.

To learn more about Allied's unwavering commitment to environmental standards, sustainability and animal welfare, read the [Allied pledge](#).

AUGUST 05, 2013

New Allied Antimicrobial Treatment for Down Used in Outdoor Industry Protects Against Bacteria and Odor Build Up

LOS ANGELES (Aug 5, 2013) Allied Feather & Down, the largest supplier of down for the outdoor industry, has developed a new antimicrobial treatment, Allied Refined Down™, designed to protect apparel and equipment used in rough environmental conditions, including camping, hunting and fishing, against the growth of bacteria and odor build up.

Allied's new antimicrobial treatment gives an extra layer of protection to the down inside garments that will be worn in weather that might become warm for the wearer or exposed to moisture in activities such as walking through marshy areas or crouching in a duck blind. The antimicrobial treatment also protects boots lined with down and equipment that will come into contact with moist ground, such as sleeping bags.

Allied has been testing its antimicrobial treatment on down for more than a year, using two different independent laboratories.

"This new treatment represents a major breakthrough in our efforts to improve the quality of the down we supply for demanding outdoor recreation activities," said Daniel Uretsky, COO, Allied Feather & Down. "Garments and equipment filled with down treated with our new antimicrobial treatment will now have a significantly increased protection from bacteria acquired from exposure to moisture during use."

Allied demonstrated microscopic views of down treated with its new antimicrobial treatment at the 2013 summer Outdoor Retailer (OR) Show at the Salt Palace Convention Center in Salt Lake City, Utah. Allied antimicrobial treatment is available immediately for incorporation into apparel and camping equipment lines.

All Allied products, from raw material to Resist Down Plus, are held to the rigorous manufacturing standards that earned the company the outdoor industry's first coveted Bluesign® certification, ensuring compliance with the strictest requirements regarding environmental standards as well as plant and consumer safety.

JUNE 10, 2013

Allied Improves on Moisture Resistant Technology: New Treatment Protects Down 5 Times Longer

LOS ANGELES (June 10, 2013) Allied Feather & Down, the largest supplier of down for the outdoor industries globally, has unveiled Allied Resist Down Plus™, a significantly improved treatment that coats down used in outdoor sports and recreation clothing as well as camping gear, protecting them in rain, snow and other extreme weather conditions.

Allied Resist Down Plus protects garments and sleeping bags from moisture, keeping the sportsperson, hiker or camper not only dry but warm over extended periods of exposure, even in extreme low temperature situations. Factory testing shows Allied's new Resist Down Plus provides five times the resistance period of Allied's original product, which won awards for innovation after its launch in 2012.

"When consumers are protected by a rain resistant outer shell on the garment or sleeping bag plus Allied treated down on the inside, they have the best possible armor in the face of torrent weather," says Daniel Uretsky, COO, Allied Feather & Down. "Allied Resist Down Plus repels any kind of moisture, keeping the user warm and dry, even when garment or camping gear has prolonged exposure."

Allied has been testing its new water resistant treatment in its manufacturing plant over the last year.

"We believe it's our responsibility to keep improving our washing, drying and finish processes," said Uretsky. "Of course, no natural insulation material can withstand endless hours of moisture exposure, but the lab tests on our new technology have delivered absolutely amazing results. Whereas we once felt great when our raw material would resist moisture for an hour, we can now offer down that will keep outdoorsmen warm and dry for 3 – 5 times that long. Allied Resist Down Plus is another big step forward for the outdoor industry."

Allied will be providing a demo/samples of garments at the summer Outdoor Retailer (OR) Show at the Salt Palace Convention Center in Salt Lake City, Utah, July 31 – Aug. 3, 2013.

Allied Resist Down Plus is available immediately for incorporation into apparel and camping equipment lines. All Allied products, from raw material to Resist Down Plus, are held to the rigorous manufacturing standards that earned the company the outdoor industry's first coveted bluesign® certification, ensuring compliance with the strictest requirements regarding environmental standards as well as plant and consumer safety.

MAY 17, 2013

All Asian Down from Allied Safe, Says Allied Feather & Down

Strains of H7N9 Virus on Raw Materials Destroyed By Cleaning Process

Los Angeles, CA (May 17, 2013). Down currently being supplied by Allied Feather & Down from Asia prior to the H7N9 bird flu outbreak in China is completely safe for use in finished goods sold in the U.S. and elsewhere, according to Steve Uretsky, CEO, Allied Feather & Down.

"Down does not provide a live host for the virus," explains Uretsky. "Further, down purchased for our customers is cleaned at a minimum temperature of 120°C for 30 minutes, the U.S. Department of Agriculture approved level for removing bacteria. Should any trace elements have been carried on the down or transport materials, all of the 30

forming essential structural elements have been tested on the down of transport material, or if the so-called strains of bird flu or other viruses would have been destroyed at a much lower temperature in just a few minutes."

Due to Allied's long standing supplier relationships, the company has been able to fulfill all customer orders, Uretsky said.

"H7N9 has definitely made down procurement challenging in recent weeks, but we have been able to get the down requested by our partners," said Uretsky. "What we can't control completely has been the price. But we are pleased to be able have secured the product we need. Manufacturers have told us other suppliers have not been able to deliver orders."

Allied Feather & Down, founded in 1987, is the largest supplier of raw material in the industry.

FEBRUARY 22, 2013

New Allied Down Products Receive Global Acclaim, Top 10 Honors At ISPO

- Allied Refined-Down™ Hitting Bull's-Eye With Outdoor Sportsman -

Los Angeles, CA (February 15, 2013). If the two major Outdoor Industry trade shows are good indicators, Allied Feather & Down has really hit the mark with the world's premier outerwear manufacturers with its new product introductions for 2013.

At the first important trade show of the season, Winter Outdoor Retailer, January 23-27, the top apparel and accessory brands reacted enthusiastically to Allied's first water resistant product, Resist-Down™, and were especially intrigued by its latest innovation, an anti-microbial fill called Allied Refined-Down™. The germ and bacteria resistant Refined-Down™ product is an ideal fill for the Outdoor Sportsman™. The world's leading manufacturers, who gathered at the Salt Lake City Convention Center.

That opinion was reinforced at ISPO in Munich, Germany (February 3-6), where a panel of global textile experts awarded Top 10 status to both Allied Resist-Down™ and Allied Refined-Down™, in addition to a soon-to-be-released new product, Allied Heat-Enhanced™ Down. Retailers and manufacturers alike expressed great anticipation and high expectations for the entire Allied product line.

"Receiving the highest possible praise from the best and brightest jury ever assembled in the outdoor industry is a seminal accomplishment," according to Allied General Counsel Daniel Uretsky, who represented Allied at the first-ever Textrend Forum at ISPO. "Our operating philosophy is grounded in continuous improvement in all of our processes and products, and across our entire supply chain. It is gratifying for our global team to earn such prestigious recognition."

Textrends is a new platform where trends and innovations from the textile component sector are presented, including fabrics, membranes, zippers, and the category in which Allied captured its three awards: fibers. Designers and product managers received bundled information on the latest market innovations, and a beautifully produced Trend Book was also published in cooperation with ISPO. The international jury also identified five textile trends as well as color cards for the 2014-2015 Fall/Winter season.

JULY 24, 2012

New Allied Resist-Down™ Keeps Heat In, Moisture Out

Los Angeles, CA (July 24, 2012) The world's leading supplier of high quality down to the outdoor industry today announced another breakthrough in down technology: Allied Resist-Down™, a water resistant down fill.

"As the down supplier to the world's premier outdoor brands, we believe that it's our responsibility to keep pushing the envelope in high end down processing," according to Steve Uretsky, founder and president of Allied Feather & Down.

"Our research and development team has worked painstakingly with our partners to develop a treatment that actually improves on the superior insulating properties of natural down. Allied Resist-Down™ will not only keep you warm in severe cold, it will also help keep you dry when exposed to moisture."

On the eve of the industry's major trade show, Outdoor Retailer, Allied will unveil the new technology through a compelling product demonstration at The Salt Palace Convention Center, August 2-5, 2012. "Of course, no natural insulation is thoroughly waterproof," explains Uretsky, "but independent lab testing is returning stunning results. Not only does Allied Resist-Down™ keep you drier in wet conditions, it helps you stay warmer for a much longer period of time than untreated down."

The new technology will be introduced in several garments that will be incorporated into late fall and winter apparel lines. As with all Allied products, the down will be held to the same rigorous environmental standards that earned Allied the industry's first coveted bluesign® certification, ensuring compliance with the strictest requirements in the treatment of people and products.

Already a global leader in recycling of water used in cleaning and processing, Allied has launched global initiatives in supply chain management, the humane treatment of water fowl, and is working across international borders to establish full traceability and thorough transparency across its supply chain.

JUNE 06, 2012

Allied Announces Strict Supply Chain Management Initiative

We take our position as the global market leader very seriously. So we've launched industry standard-setting new requirements for our suppliers that will exceed the expectations of our customers and end consumers alike. We invite you track our progress as we implement the most traceable, transparent process (sourcing through manufacturing/delivery) ever conceived.

JUNE 04, 2012

Allied Feather & Down Quarterly Industry Report Now Available

As a service to our customers and the industry, Allied General Counsel Daniel Uretsky is publishing an Industry Report. The first issue is yours for the asking. To subscribe, simply register on the contact page of this web site.

JUNE 01, 2012

Get Inside Allied at Summer OR

At Winter OR, we literally showed the world what we're made of. Now we're gearing up for the summer show in Salt Lake City with a game-changing new product introduction. Come visit us August 2-5, 2012 at the Salt Palace Convention Center, Booth 155-306. You won't believe your eyes.

JANUARY 25, 2012

Allied heads to ISPO

The down jackets are packed and team Allied is ready for ISPO Munich, Europe's largest snow sport tradeshow takes place from 1/29/11 - 2/1/12. Held at New Munich Trade Fair Center in Bayern, Germany, this leading industry event will attract exhibitors and visitors from all over the world. Be sure to look for the Allied jackets to get your free swag and learn about the latest in down technology.

JANUARY 19, 2012

Allied set to impress at OR

Considered the most powerful buying event in the outdoor industry, Outdoor Retailer's 2012 winter trade show is about to get even cooler thanks to Allied. The event happens 1/19/11 - 1/22/11 in Salt Lake City, Utah. Allied has big plans to literally show what it's made of. Stay tuned for more event details.