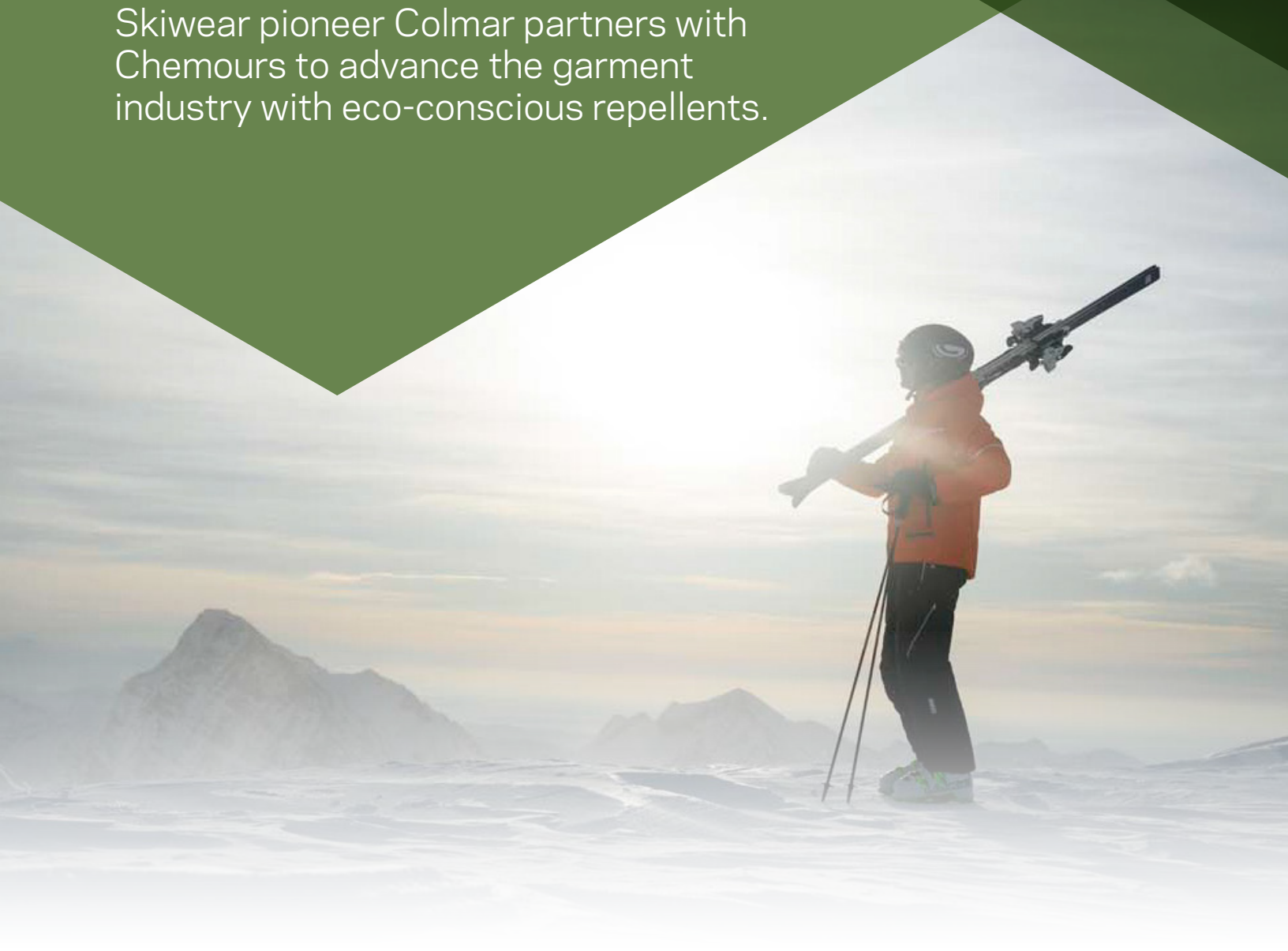




Teflon EcoElite™

Renewably Sourced Finish

Skiwear pioneer Colmar partners with Chemours to advance the garment industry with eco-conscious repellents.



Imagine a repellent finish made from 60% renewably sourced plant-based materials.

Imagine one that's 3x more durable than other non-fluorinated finishes.

Imagine a textile finish that continues to repel water and water-based stains for 30 washes or more.

Imagine a garment that can reduce its water and energy footprint 20-25%.

Imagine a repellent finish that's bluesign® approved for meeting sustainable standards in the garment industry.

You've just imagined Teflon™—reimagined.



Recently, so did Colmar, the storied Italian ski and sportswear company. And it helped them reimagine their apparel finish for their sophisticated, environmentally demanding customers.

In addition to their commitment to sports performance and style, Colmar is essentially a technology company—always innovating to give their devoted clientele an edge.

When its customers asked for sustainability, Colmar listened and pioneered a different approach. Consistent with their commitment to the environment for nearly a century, they looked to protect garments with an eco-conscious solution. In this case, a durable, water-resistant finish derived from nature and, eventually, returned to nature.

Teflon EcoElite™ is manufactured with 60% renewably sourced raw material.

Enter Teflon EcoElite™ from Chemours—the first repellent finish based on renewable raw materials.

Colmar has been owned and operated by the Colombo family in Italy since 1923. We sat down with Managing Director, Giulio Colombo, and Marketing Manager, Stefano Colombo, to talk about how they embraced sustainable Teflon™ repellent finishes to meet the demands of their eco-conscious customer base. And the remarkable following it has attracted in the marketplace.

“The consumer is telling us that the future is sustainable,” says Stefano Colombo. “We’ve been an early mover in sustainable fabrics because this is where the market is going and because it’s the right thing to do.”

For Chemours, the challenge was that the industry wanted new technology to deliver water-repellent finishes. A new platform beyond the traditional fluorinated solutions was required.

“We dug into our portfolio of renewably based raw materials,” says Bob Buck, Technical Fellow for Chemours. “We crafted-it-up, as the molecular architects that we are, and landed on probably the most durable, highest-performing water repellent finishes around.”

Colmar was one of the first Chemours customers to use Teflon EcoElite™—manufactured with 60% renewably sourced raw material and up to three times more durable than existing non-fluorinated, water-repellent finishes. It can also reduce energy and water use by 25% because fewer washes are needed. All of this means a dramatically smaller environmental footprint.

Teflon EcoElite™ works on a variety of fabrics and is compatible with commonly used finishing auxiliaries including wetting agents and extenders. And it allows for complete design flexibility so it’s consistent with Colmar’s reputation as a fashion-forward brand. Not only does it work with almost every fabric, it’s also quite effective with customers.

“The products treated with Teflon EcoElite™ have been the most successful in our collection,” says Stefano. “They are more popular because of the added value the natural finish gives us. And customers are getting the same, or even better, performance than the normal treatment,” he said.

Stefano says the results have motivated the company to extend the technology to its other lines. Currently, the Italian apparel company uses Teflon EcoElite™ on 90% of its skiwear and nearly 70% of all garments.

And, in the industry overall, the brand is on fire. In the first half of 2017, over 12 million hangtags have been issued for Teflon EcoElite™.

Zelan™ R3 from Chemours is the new breakthrough technology behind Teflon EcoElite™. The finish effectively repels water and water-based liquids such as fruit juice, hot coffee, red wine and more.

Zelan™ R3 has earned the USDA Certified Biobased Product label. The designation verifies that Zelan™ R3 meets or exceeds levels set by the USDA for the amount of renewable, biobased ingredients.

Market research in the United States, Europe and China has shown that consumers value the Teflon EcoElite™ brand, performance and renewability. It says they are willing to pay up to 7% more for outerwear that features Teflon EcoElite™ as compared to other branded nonfluorinated products. It also indicates that they will pay at least 17% more than they would for generic water-repellent products. And the good news across industries is that 66% of consumers report that they're willing to pay more for environmentally responsible products.

Of course, beyond the research, there are the results in the actual marketplace.

"Every time we source a new finishing for a new fabric, we are always afraid that it cannot meet the needs of our designers or cannot meet what we want to do with the product," says Giulio Colombo.

"This is not the case with Teflon EcoElite™," he says. "It meets exactly what we are looking for. Not changing the aspect of the fabric. Not changing the hand touch, the feel and the look of the fabric. This is a big advantage for Teflon EcoElite™ compared to other products in the market."

"The result of this work we have done together is an increasing market share because the customer appreciates that our garments have something they are looking for, something special," he added.

Teflon™. Reimagined.

For more information, visit www.teflonecoelite.com.

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— Stefano Colombo
Marketing Manager of Colmar



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