

Formidable Media:

ALLIED Feather + Down / ExpeDRY Case Study



Case Study: ALLIED Launches ExpeDRY

Concept and Initiation: ALLIED and FUZE Technologies introduced ExpeDRY down insulation to the market in January of 2021. ExpeDRY is a revolutionary new down insulation that uses gold microparticles permanently bonded to down plumes to resist moisture build up and speed drying. Formidable Media created a strategy with multiple phases to effectively launch ExpeDRY. Steps included: understanding all aspects of the product, building comprehensive and customized media lists, drafting press releases to support ExpeDRY/brand storytelling, pitching globally to key media outlets, trade show promotion, partner brand collaboration, monitoring media placements, and presenting results.

2022 Trade Show Representation: Formidable represented ALLIED, FUZE, and ExpeDRY with attendance and scheduled media appointments at several trade shows, including Outdoor Retailer and ISPO, while providing support for others, including Functional Fabric Fair. Show support included: pitching target media, scheduling appointments, meeting in person, hosting a media Happy Hour in Denver, pitch and meeting follow up, and delivering secured media coverage to ALLIED and FUZE.

Partner Brand Support to Reach Consumers: As brands began to adopt ExpeDRY into their apparel offerings, Formidable initiated a second phase in this campaign to highlight key brands and products. A press release was sent to trade and consumer publications ahead of ISPO 22 and Outdoor Retailer Snow Show 23. ExpeDRY sleeping bags were pitched in Spring, 2023. Media product seeding for review is ongoing.



ExpeDRY™

powered by ALLIED FEATHER + DOWN

Case Study: ALLIED x FUZE Launch ExpeDRY

2023 Event Leverage: In a third campaign phase, Formidable worked with ALLIED and FUZE at Outdoor Retailer Snow Show 2023 by organizing media meetings at the Media Preview event, executing a media event at the FUZE headquarters, and securing an Innovation Award. We also leveraged the ISPO trade show to announce ExpeDRY's adoption by Jack Wolfskin across their entire hydrophobic down lineup.

Adoption and Growth: In the subsequent phase of this campaign, Formidable announce the scaling of ExpeDRY as ALLIED and FUZE moved their proprietary tech to facilities in China, making ExpeDRY more widely available and at a lower cost. We also worked with Montane to announce their use of ExpeDRY across their entire down offering for Fall 25.

Results: So far, these efforts have resulted in 129 individual media placements, two ISPO Awards, and one Outdoor Retailer Innovation Award.

GEAR PATROL

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Waterproof Down's Next Generation Is Here, and It's Worth Its Weight in Gold

The breakthrough treatment for duck and goose down will arrive in fall 2023, providing better protection and a softer environmental impact.

Case Study: ExpeDRY Results Summary

The following slides contain highlight placements from our ongoing ExpeDRY pitching and product promotion. Markets covered include: textile trade, outdoor trade, general interest, and gear review sites.

Forbes: Winter Coat Technology Wraps Waterproofing And Warming

- <https://www.forbes.com/sites/timnewcomb/2024/12/12/winter-coat-technology-wraps-waterproofing-and-warming/>

Yahoo.com: Montane goes for gold with its all new down jackets after success of Alpine 850 Nano

- <https://www.yahoo.com/lifestyle/montane-goes-gold-down-jackets-123046649.html>

Sourcing Journal: ALLIED Strikes “Gold” with New Chemical-Free Down

- <https://sourcingjournal.com/topics/raw-materials/allied-feather-down-expedry-chemical-free-down-fuze-outerwear-257854/>

SGI Europe: ALLIED Feather + Down Introduces Quick-Drying Down Insulation

- <https://www.sgieurope.com/product-and-marketing/allied-feather--down-introduces-quick-drying-down-insulation/86864.article>

Outdoor Retailer Show Daily: Big Trends - Technical Apparel

- https://www.nxtbook.com/emerald/outdoorretailer/daily2021_day3/index.php#/p/32

Snow Industry News: ALLIED Feather + Down Launches ExpeDRY

- <https://www.snowindustrynews.com/articles/2022/december/allied-feather-plus-down-launches-expedry-first-chemical-free-fast-drying-down-insulation/>

Gear Patrol: Waterproof Down's Next Generation is here, and It's Worth Its Weight in Gold

- <https://www.gearpatrol.com/outdoors/a42461519/jack-wolfskin-alpspitze-waterproof-down-hoody/>

Gear Junkie: I Soaked this Puffy, Then Went Running at -3 Degrees

- <https://geariunkie.com/apparel/artilect-divide-fusion-stretch-down-hoodie-review>

Men's Journal: Best Technical Jackets

- <https://www.mensjournal.com/gear/best-technical-jackets>

Forbes

Case Study: ExpeDRY Results Summary

Yachting Magazine: Allied Feather + Down Launches Extreme Foul-Weather Apparel

- <https://www.yachtingmagazine.com/gear/allied-feather-down-expedry-apparel/>

Outdoor Industry Compass: Montane integrates Allied Feather + Down's ExpeDry technology into fall 25 collection

- <https://www.oicompass.com/product-and-marketing/montane-integrates-allied-feather--downs-expedry-technology-into-fall-25-collection/111983.article?adredir=1>

ISPO: Winner of the ISPO Award 2024: ALLIED Feather + Down 1000 fill power ExpeDRY ultra lightweight down parka

- <https://www.ispo.com/en/promotion/ispo-award-winner-allied-feather-down-1000-fill-power-expedry-ultra-light-weight-down-parka>

Shop - Eat - Surf - Outdoor: ALLIED's ExpeDRY Down Adopted Throughout Jack Wolfskin Line

- <https://shop-eat-surf-outdoor.com/press-releases/allieds-expedry-down-adopted-throughout-jack-wolfskin-line/134018/>

Textile Evolution: Down Innovator Deploys FUZE Technology

- <https://www.tevonews.com/industrial-fabrics-news/3319-down-innovator-deploys-fuze-technology>

Galaxus: Jack Wolfskin to use PFAS-free down in future

- <https://www.galaxus.ch/en/page/jack-wolfskin-to-use-pfas-free-down-in-future-30787>

Textile World: ALLIED Feather + Down, in Partnership with FUZE Biotech, Takes Home 2023 Outdoor Retailer Innovation Award

- <https://www.textileworld.com/textile-world/knitting-apparel/2023/01/allied-feather-down-in-partnership-with-fuze-biotech-takes-home-2023-outdoor-retailer-innovation-award/>

Innovation in Textiles: Pick of Performance Options for Artilect

- <https://www.innovationintextiles.com/pick-of-performance-options-for-artilect/>

Outdoor Guru - YouTube: Outdoor by ISPO Fall Winter 2024-2025

- <https://www.youtube.com/watch?v=FdOdESfzPns>

Outdoor 
INDUSTRY COMPASS



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