



Working with non-endemic technology partners, we have developed a uniquely innovative and robust traceability and consumer engagement tool that catapults the world's oldest insulation into the next century.

Understanding both the need for guaranteed traceability, as well as considering the interactive future of retail, Optix™ creates assurances through manufacturing and allows brands to create engaging down experiences for their consumers.

**THE FUTURE OF DOWN IS HERE.**

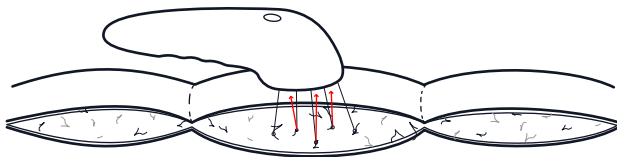
## HOW IT WORKS

OptiX™ works by reading the reflected color of the unique natural treatment applied to the down during processing. The minerals used in the treatment are able to be combined to provide different reflected colors.

When the garment is held next to the reader, it will read the reflected light and communicate accordingly.

OptiX™ has many variants that can be used to tag fill powers, specific lot numbers, or product lines separately.

OptiX™ can be read by a multitude of different readers able to identify non-tagged material to low single digit percentages.



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## RETAIL USE & OUTLETS

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IMMERSIVE DOWN EXPERIENCE

LARGER KIOSK

TABLE TOP KIOSK

SALES FLOOR PHONE READER



Optix has the unique ability to serve as both a robust internal quality assurance and sourcing verification tool as well as a provide a unique consumer experience increasing brand engagement.

Animal welfare organizations can now be confident that there has been no unwanted blending of material at the manufacturing level and beyond. And the consumer can be engaged in learning more about the exact down in their products building brand loyalty.

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## **FEATURES**

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**TRACING SOURCING VERIFICATION**

**QUALITY CONTROL ENSURING PERFORMANCE**

**DIFFERENTIATION AGAINST GENERIC DOWN PRODUCTS**

**HELPS BUILD BRAND CONFIDENCE**

A circular fisheye view through a yellow kayak hatch cover. Inside the circle, a person wearing a red jacket, blue gloves, and a blue helmet with goggles is climbing a snowy mountain. The person is using ice axes and a rope. The background is a bright, snowy mountain peak. The text "TALK BACK TO YOU?" is overlaid in the center of the circle.

**TALK BACK  
TO YOU?**

PHOTO: ERIC LARSEN // ALLIED ATHLETE



**ALLIED**  
FEATHER & DOWN



[ALLIEDFEATHER.COM](http://ALLIEDFEATHER.COM)



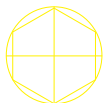
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THROUGH GARMENT DOWN VERIFICATION TECHNOLOGY





**WHAT IF YOUR  
DOWN COULD**