

## News Release

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### **Insotect Flow™ Insulation System Adopted by Zerogram for 2014**

**VANCOUVER BC September 5, 2013** – Insotect Ltd. is pleased to announce that the company's Insotect Flow insulation system will be adopted by Zerogram for inclusion in their 2014 sleeping bag line. Zerogram will carry Insotect Flow as the component construction technology within their High Sierra, White Wolf & Cholatse sleeping bags.

Insotect Flow is an evolution in sleeping bag construction; combining the presence of vertical thermal channels (VTCs) with Insotect's proprietary FlowGates™. By utilizing vertical channels instead of horizontal ones, the number of total channels is decreased and thus overall material weight is reduced. The vertical orientation helps facilitate heat distribution more readily from head to toe which is an advantage over traditional side to side horizontal channels. The FlowGates are placed along the vertical thermal channels to hold the down insulation in place, minimizing down-shifting.

The adoption of Insotect Flow by Zerogram continues Insotect's expanding presence as a major technical component and value creator within insulated outdoor gear. Insotect is committed to bringing innovation and tangible performance benefits to the outdoor gear market.

"We are proud and excited to welcome Zerogram as a distributor of Insotect's flagship insulation system. This collaboration provides an opportunity for our brands to work together in bringing innovative product solutions to the Korean market." – Irvin Vale Akopov, Insotect Brand Manager.

For more information on Insotect Flow please visit: [www.insotect.com/insotectflow.php](http://www.insotect.com/insotectflow.php)

#### **About Zerogram**

For more information please visit: <http://www.zerogram.co.kr/>

#### **About Insotect**

Insotect is the originator of the ground-breaking insulation system concept that has become one of the most significant drivers of performance for sleeping bags in the outdoor gear industry. The company delivers forward-thinking innovation directly related to improved performance and comfort for outdoor gear. Insotect's insulation systems and technologies have been adopted by leading industry brands such as Marmot, EMS, Big Agnes, Montbell, and others. Insotect is widely recognized by the industry as the world's leading solution provider and innovator of outdoor comfort technology. For more information please visit: [www.insotect.com](http://www.insotect.com)