

ALLIED FEATHER + DOWN

ALLIED Feather + Down Proudly Introduces RENU:TRACE, World's First 100% Traceable Recycled Down

RENU:TRACE recycled down is the first of its kind, creating true circularity while ensuring animal welfare throughout ALLIED's recycled down product line

Montebello, Calif. -- (For Immediate Release) [ALLIED Feather + Down](#) (AF+D), global leaders in ethically sourced and traceable down for the outdoor, fashion and bedding markets, is proud to introduce RENU:TRACE, the world's first 100% traceable recycled down.

Recycled down has become an important part of many brands' circularity initiatives. However, it has always been impossible to guarantee the welfare of the birds from where the down was originally collected.

Having helped create the [Responsible Down Standard](#) (RDS) and launching their own [TrackMyDown.com](#) animal welfare, traceability, and education initiative, ALLIED has been working in the background for years on a recycled down program that would allow full traceability back to the animal husbandry of the birds from which the down was originally collected.

"Down is inherently a very environmentally friendly insulation. It is a by-product of the food industry, it is renewable, recyclable, and biodegradable. It's also very resilient, making it the perfect material for recycling," said Matthew Betcher, Creative and Marketing Director for ALLIED. "But with current recycled down mostly collected from bedding products via large industrial recycling facilities, there is no way to know exactly where that down came from."

Larger down recycling operations rely on comforters and pillows, many of which come from suppliers who do not put the same emphasis on animal welfare and traceability that ALLIED does. This means it can be almost impossible to know if the down being recycled came from ethically treated animals.

"Until now, we had no way to trace recycled down. Through the development of our own collection sites and uniquely designed machinery, we can leverage the scale of our partner relationships and work with RDS-certified products to ensure our new RENU:TRACE recycled down program is 100% traceable back to animals that were raised humanely, giving our partner brands every assurance they are using only ethically sourced material," continued Betcher

ALLIED is installing a large collection and separation system at their down processing facility in Montebello, California and Hangzhou, China facilities where only products containing 100% certified traceable down will be processed. From there, RENU:TRACE will be cleaned, graded and treated before being shipped around the globe for manufacturing.

About ALLIED Feather + Down

Founded in Vernon, Calif. in 1987, ALLIED has been responsibly sourcing and sustainably processing down while simultaneously driving innovation within the insulation market for over 30 years. The family owned and operated business has earned the reputation as the largest, most reliable and most responsible supplier of raw material in the industry. Through the creation of programs such as the Responsible Down Standard (RDS) and Track My Down, ALLIED is committed to safeguarding the welfare of animals while protecting the environment. ALLIED remains a family owned company with facilities worldwide and is proud to produce the highest quality down technologies demanded by the most discerning brands in the outdoor, hospitality and fashion marketplaces. To learn more about ALLIED, please visit <http://www.alliedfeather.com/>.

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