

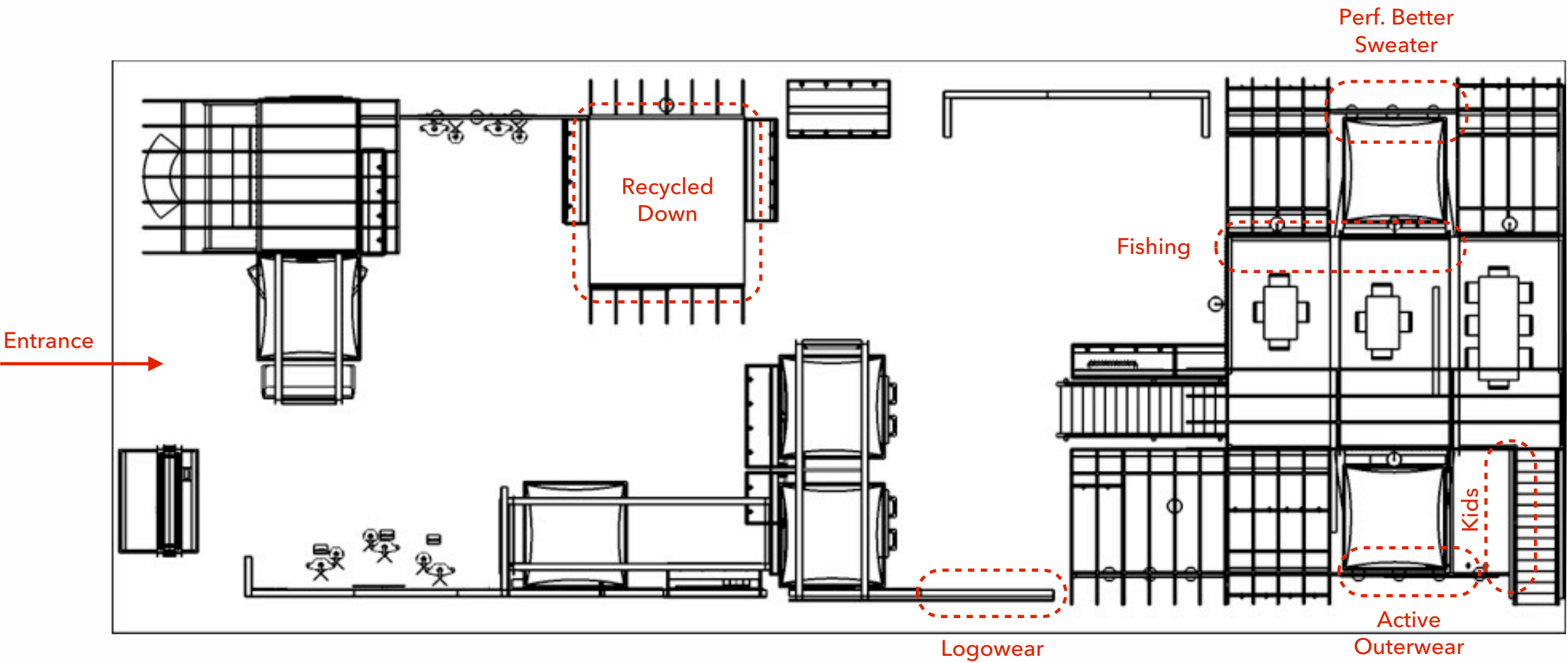


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F16 - OR - SPORTSWEAR

DESIGN INTENT **V.3**

12. 30. 15



RD IMAGE 1  
printed MDF  
72"W x 72"H

RD HEADER  
die cut  
approx. 36"W x 15"H

RD IMAGE 2  
printed MDF  
48"W x 48"H

RD IMAGE 3  
falconboard  
42"W x 28"H

RD IMAGE 4  
printed MDF  
24"W x 36"H

RD IMAGE 5  
printed MDF  
36"W x 24"H

RD COPY 1  
falconboard  
36"W x 23"H

BIVY DOWN HEADER  
die-cut  
approx. 42"W x 10.5"H

RD COPY 2  
die cut vinyl  
25"W x 14"H

DOWN SNAP-T HEADER  
die-cut  
approx. 18"W x 12"H

DOWN SHIRT HEADER  
die-cut  
approx. 13"W x 7"H



#### Recycled Down:

Three wall display with hero recycled pieces. Large image and intro on left wall. Center has product, dimensional header copy, large images, and recycled down call out with actual down in acrylic cylinder. Right wall has intro and timeline piece. Back wall (on next page) includes recycled process story.



TIMELINE HEADER  
die cut  
approx. 32"W x 10"H

TIMELINE BACKGROUND  
printed MDF  
88"W x 58"H

TIMELINE COPY PANEL  
falconboard  
30"W x 12"H

TIMELINE  
printed acrylic on 3" standoffs  
84"W x 30"H



Recycled Down (continued) - View 2

PFT HEADER  
die cut  
approx 58"W x 3.5"H

PFFT MAIN COPY  
die cut vinyl  
approx. 50"W x 6"H

PFT LARGE IMAGES (4)  
falconboard  
20"W x 20"H

PFT SMALL IMAGES (6)  
falconboard  
8"W x 6"H

PFT COPY (4)  
falconboard  
8"W x 6"H



Recycled Down (continued) - View 3:  
Steel panel with die cut header and photo/copy collage of the recycled down process.



RD IMAGE 1  
printed MDF  
72"W x 72"H



trotter\_s\_0066

Photo Credit:



RD HEADER  
die cut  
approx. 36"W x 15"H

# Recycled Down

RD COPY 1  
falconboard  
36"W x 23"H

There's a huge upside when you can turn waste into something beautiful. And for F16, we're doing that with Recycled Down. It's a mix of 600-fill-power goose and duck down reclaimed from used items that can't be resold and offers identical performance benefits to virgin down. In 2014, we introduced Traceable Down from birds that were never live-plucked or force-fed. This season, we've added Recycled Down to our recycled offerings to keep even more discards from the landfill and useful materials in play.



RD IMAGE 2  
printed MDF  
48"W x 48"H



schneider\_I\_0099

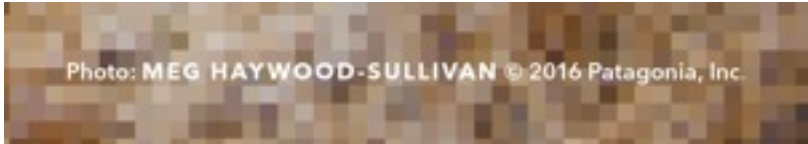
Photo Credit:



RD IMAGE 3  
falconboard  
42"W x 28"H



sullivan\_meg\_0010



RD IMAGE 4  
printed MDF  
24"W x 36"H



moon\_b\_0997



RD IMAGE 5  
printed MDF  
36"W x 24"H



marmsater\_f\_0545



Photo Credits:



BIVY DOWN HEADER  
die-cut  
approx. 42"W x 10.5"H

# Bivy Down Jackets & Vests

RD COPY  
die cut vinyl  
26"W x 15"H

## 100% Recycled Down

These quilted down jackets are made of durable  
wind- and water-resistant nylon canvas and insulated  
with 100% Recycled Down (600-fill-power duck &  
goose down reclaimed from down products).

DOWN SNAP-T HEADER  
die-cut  
approx. 18"W x 12"H

## Down Snap-T Pullover

DOWN SHIRT HEADER  
die-cut  
approx. 13"W x 7"H

## Down Shirt

TIMELINE BACKGROUND  
printed MDF  
88"W x 58"H



roemer\_t\_0020

Photo Credit:

Photo: TYLER ROEMER © 2016 Patagonia, Inc.

TIMELINE HEADER  
die cut  
approx. 32"W x 10"H

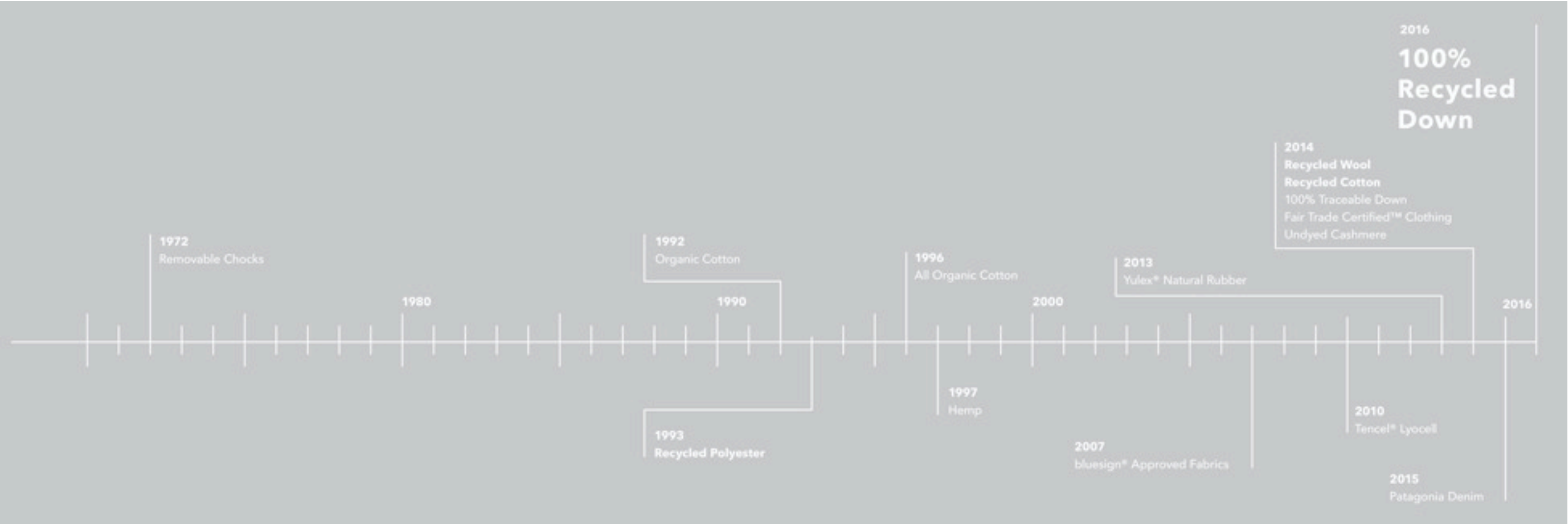
# Our Latest Step Forward

TIMELINE COPY PANEL  
falconboard  
30"W x 12"H

Over the past 40 years, Patagonia® has led the industry in reducing the impacts of our products on the natural world. We made chocks that didn't damage the rock, shirts grown without synthetic pesticides or fertilizers and fleece out of soda bottles destined for the dump. Today we also make products from hemp, recycled wool, natural rubber and a whole lot more. Patagonia's is a journey that began with a single step. Recycled Down is our latest step forward.



TIMELINE  
 printed acrylic on 3" standoffs  
 84"W x 30"H



NOTE:  
 White print on clear acrylic. Gray shown for readability only.

PFT HEADER  
die cut  
approx 58"W x 3.5"H

# Plucked From the Trash

PFFT MAIN COPY  
die cut vinyl  
approx. 50"W x 6"H

All of our down is tested both by the processor and the International Down and Feather Testing Laboratory to ensure 600-fill-power quality. Recycled content and chain of custody from the collector to the sewing factory are certified by the Control Union under the recycled claim standard (RCS). This season we are using Recycled Down to insulate 15 styles: 13 sportswear and 2 alpine.

NOTE:  
White die-cut vinyl. Gray shown for readability only.





davis\_t\_1775



davis\_t\_1768



davis\_t\_1788



davis\_t\_1756

Photo Credits:

Photo: TIM DAVIS © 2016 Patagonia, Inc.

Photo: TIM DAVIS © 2016 Patagonia, Inc.

Photo: TIM DAVIS © 2016 Patagonia, Inc.

Photo: TIM DAVIS © 2016 Patagonia, Inc.





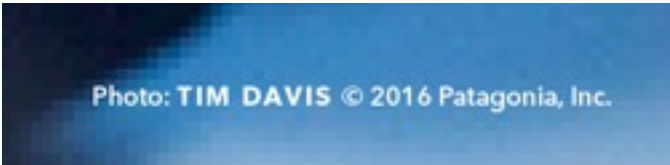
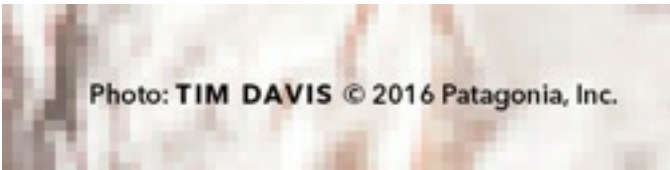
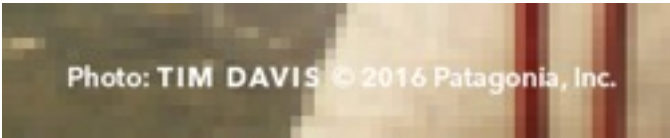
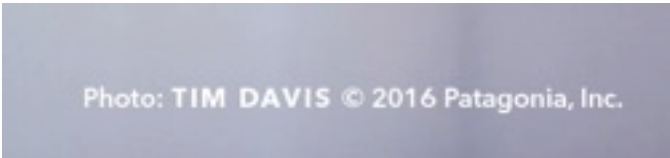
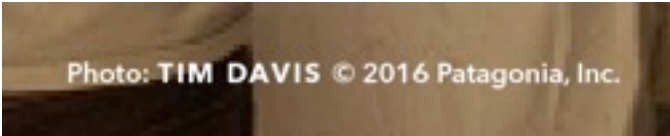
davis\_t\_1777



davis\_t\_1762

PFT SMALL IMAGES (6)  
falconboard  
8"W x 6"H

Photo Credits:



davis\_t\_1776



davis\_t\_1778



davis\_t\_1760



davis\_t\_1755



## 1. Collection

Used cushions, comforters, pillows and other unsellable items stuffed with down and feathers are collected from all over Europe and shipped to a collector in France. Workers sort the items for quality, separating the premium down we use from the lower quality materials used in other industries.

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## 3. Processing

The down is shipped from France to Hungary, where it's sorted again, washed, then dried at a temperature of 275 Fahrenheit, which sanitizes it. This the same cleaning process used for virgin down. Next, the recycled down is blended to ensure a rating of at least 600-fill-power. It's placed in green plastic bags to help identify it as recycled, then shipped to cut and sew factories in Asia that make Patagonia' down products.

© 2014 Patagonia, Inc.

## 2. Extraction

The items are cut open in the presence of a large vacuum, which sucks in the contents. The down is then mixed and sorted to our standards. Not only is all of it recycled, but all of the fabric is chopped up to make insulation for homes and cars.

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## 4. Sewing

Our recycled down arrives at the factories, where it's segregated from virgin down. Then it's sewn into products.

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