

Comfort Just Got Cool

INVISTA Debuts DACRON® Memorelle® CoolFX™ Integrated Solution

KENNESAW, GA, USA, March 14, 2016 /EINPresswire.com/ -- Among the “coolest” launches at this spring’s New York Home Fashions Market Week is **DACRON® Memorelle® CoolFX™** fiberfill, which joins the **DACRON® Comforel® CoolFX™** brand introduced in 2015 to extend the **DACRON®** cooling fibers offering. Like **DACRON® Comforel® CoolFX™**, the **DACRON® Memorelle® CoolFX™** brand offers an integrated solution for bedding that pulls heat away from the source, resulting in a temperature difference of up to five degrees versus conventional products, in addition to the well-known memory fiber benefits of the successful **DACRON® Memorelle®** offering.



DACRON® Brand Launches DACRON® Memorelle® CoolFX™ Integrated Solution at New York Home Fashions Market

Integrated solutions with **DACRON® Comforel® CoolFX™** fiberfill or **Memorelle® CoolFX™** fiberfill include a cover that provides the initial cooling sensation plus branded fiberfill that provides lasting heat management by diffusing moisture to keep sleepers cool and dry. The secret is the Phase Change Material technology in the cover – microcapsules that act like a heat sink, pulling heat away from the body to give that initial feeling of cool – combined with the lasting heat transfer of the fiberfill to deliver enhanced comfort.

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In test after test, **Comforel® CoolFX™** and **Memorelle® CoolFX™** branded fiber retained less heat than the conventional fiberfill.

*Roberto Fontanillas,
DACRON Global Business
Director*

Experts from the **DACRON®** Performance Bedding Products Team performed proprietary temperature comparison tests on pillows of conventional fiberfill as well as new **DACRON® Comforel® CoolFX™** and **Memorelle® CoolFX™** fibers. In test after test, **Comforel® CoolFX™** and **Memorelle® CoolFX™** branded fiber retained less heat than the conventional fiberfill.

“**DACRON® Memorelle® CoolFX™** is the latest offering in the **DACRON®** portfolio of innovative fiber technologies,” said Roberto Fontanillas, **INVISTA** Global Business Director, Home Textile Consumer Products. “We are pleased to develop products the industry and consumers demand, backed by the **DACRON®** brand.”

The **DACRON®** fiberfill brand is your assurance of lasting fullness, great fill power, luxurious comfort and durability in pillows, comforters and mattress pads. Based on a legacy of fiber technologies that

have earned people's trust in bedding for more than 50 years, quality bedding products bearing the DACRON® brand name and logo will help you make an informed choice for your home, family and guests.

For more information, visit <http://www.dacron.com>.

About INVISTA

With leading brands including LYCRA®, COOLMAX®, CORDURA®, DACRON®, STAINMASTER® and ANTRON®, INVISTA is one of the world's largest integrated producers of chemical intermediates, polymers and fibers. The company's advantaged technologies for nylon, spandex and polyester are used to produce clothing, carpet, car parts and countless other everyday products. Headquartered in the United States, INVISTA operates in more than 20 countries and has about 10,000 employees. For more information, visit INVISTA.com, Facebook.com/INVISTAglobal and Twitter.com/INVISTA.

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