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PrimaLoft hits the Today show

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-- Home Textiles Today, 4/7/2010 8:07:00 AM

New York -- In a marketing push for PrimaLoft's home furnishings and bedding business, the down alternative company's marketing team appeared on NBC's Today show April 2 and distributed hundreds of free luxury pillows to consumers in New York City on April 2 and 3.

The activities were part of International Pillow Fight Day on April 3. The largest pillow fight was held in New York's Union Square using donated PrimaLoft pillows, and the company distributed coupons offering a 15% discount on PrimaLoft branded bedding sold on ShopDownlite.com.

The marketing effort is part of the brand's active engagement campaign to promote PrimaLoft insulation to consumers.



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