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## **PrimaLoft® Selects Verde PR & Consulting as Agency of Record**

*Agency's integrated PR campaign will support company branding and marketing initiatives*

**ALBANY, New York (May 19, 2010)** -- [PrimaLoft®](#), the world's best synthetic insulation, has selected [Verde PR & Consulting](#) as its public relations agency of record (AOR). Verde will employ its signature and integrated approach to traditional and social media to support PrimaLoft's branding and marketing initiatives effective immediately.

PrimaLoft is the research and development leader in performance insulation technology for leading brands and manufacturers across multiple channels. From outdoor to luxury home and bedding, and for use in workwear and military applications, PrimaLoft insulation products are engineered for performance and offer superior thermal properties with excellent water repellency. In addition to being lightweight, soft, and extremely compressible, PrimaLoft insulation is hypoallergenic and machine washable making it the ingredient brand of choice for the world's leading brands.

"We are very impressed with Verde's ability to speak credibly to a wide range of media outlets and audiences," said Eileen Berner, PrimaLoft's Director of Sales and Marketing. "They are one of the most progressive and recognized firms in the outdoor industry – one of our most important markets – and their creative mix of communications strategies will help PrimaLoft generate increased visibility and awareness across all market segments."

Verde's work for PrimaLoft will focus on clearly differentiating PrimaLoft's attributes, performance benefits and associated value, while concurrently redefining the role of PrimaLoft as a premium ingredient brand to its key stakeholders. The integrated campaign will employ both online and off-line communication strategies, including media relations, social influencer marketing, social media strategies, leveraging sponsorship and field marketing opportunities, as well as enhancing key brand-partner relationships.

"With strong brand partners such as [Patagonia](#) and [The North Face](#), PrimaLoft's benchmark products are becoming a household name," said Kristin Carpenter-Ogden, President of Verde PR. "The key influencers in these markets recognize PrimaLoft's benefits, and Verde's goal is to get that word out to the rest of the world."

Based in Durango, Colorado with four satellite offices in the United States, Verde PR & Consulting is an integrated PR firm that focuses on PR strategies targeting today's connected consumer to build buzz and drive sales. The agency was founded in 2001 and works with

category leading companies in the outdoor, LOHAS and lifestyle markets.

**About PrimaLoft:**

PrimaLoft® is a registered trademark of Albany International Corp. PrimaLoft insulation was originally developed for the US Army as a water-resistant synthetic alternative to down. Today, PrimaLoft is regarded as a research and development leader in high performance insulations and yarns, which provide warmth and comfort from head to toe. Its family of products are manufactured in the US, Europe and Asia. The PrimaLoft brand is recognized globally and is used in leading outdoor and fashion brands, home furnishings, work wear and military applications. For more information, please visit [www.primaloft.com](http://www.primaloft.com) and [www.primaloftyarn.com](http://www.primaloftyarn.com).

**About Verde PR & Consulting:**

Verde PR & Consulting is an integrated public relations, communications and new media agency with a focus in the outdoor, snowsports, cycling, fitness, health/wellness and broad market fields. Verde is headquartered in Durango, CO, and Jackson Hole, WY. The agency offers the full range of communications services, from traditional PR and media relations to digital and social media.