**Vegeto's Milkweed Insulation is tailored for brands who want to innovate with a truly sustainable Product**



Ghyslain Bouchard General Manager of Vegeto.

Q.1 What is your view of the eco-textile market?

Trends, consumer thinking and merchandises are evolving to meet a need for change. The clothing industry is one of the most detrimental to the planet and its resources. Natural ecological textiles are increasingly popular. The demand is growing, the supply is growing and the more solutions are offered to the population, the more responsible buying will become the industry standard. Vegeto adheres to this great movement towards fairer and more environmentally conscious production practices

Q.2 What is unique about Vegeto's textile insulation solution?

Unlike most textile insulation materials on the market, Vegeto's milkweed insulation contains no animal or petroleum-based ingredients. The innovative insulating non-woven material leverages the unique properties of the fibres of the milkweed plant, a perennial plant with many different strains, whose native species in Canada produces a silk-like fibre. Eco-responsibility is far from being the only advantage of the product. It delivers high performance thermal resistance in the harshest weather conditions.

Q.3 Why is the product suitable for outdoor clothing and equipment? Do you plan to market this new product to other market segments (other than the outdoor clothing and equipment market)?

The tubular shape of the milkweed fibre enables it to retain air inside its hollow fibre and maintain temperature. The fibre preserves this characteristic when the insulation is compressed, which is ideal for the fabrication of sleeping bags or coats often worn with a backpack. Vegeto's Milkweed Insulation and eco-friendly nature represent a groundbreaking alternative for brands who are committed to protecting nature and care for its playgrounds.

In addition to being a great option to insulate gloves, coats, jackets and sleeping bags, Vegeto's plant-based insulation is a great choice for blankets and quilts.

Q.4 What is the manufacturing process of the product?

**Phase 1: Opening the pods**
To discover the silky fibre inside the pod, the membrane of the envelope is dried and opened in order to allow the extraction of the material.
**Phase 2: Seed separation**
The seeds and fibres are gently separated to protect the structural integrity of the long fibres. This gentle operation is performed using a process created by Vegeto.
**Phase 3: Blending of Fibres**
The plant-based components such as milkweed and kapok plant fibres are blended and assembled with the biopolymer.
**Phase 4: Shaping**
The last step is the assembly of the components resulting in a ready-to-use non-woven raw material.

Q.5 What type of company should be on the look-out for a product like milkweed insulation?

With the growing eco-consciousness trend, clothing manufacturers are being urged to offer products created with environmentally friendly materials. Vegeto's Milkweed Insulation is designed to be a drop-in solution to synthetic insulation, providing a meaningful and relevant alternative. This unique insulation is tailored for brands who want to innovate with a truly sustainable product without compromising on the performance of the product.

Q.6 How will you make sure to be in a position to supply or respond to the demand? What is your expansion strategy?

Vegeto works hand-in-hand with milkweed growers in Canada to ensure a sustainable and profitable relationship for local agriculture. Our network of cultivators and manufacturing methods are part of the solution for reliable supply. The insulation is 100% made with plant-based components, growing with the seasons and the production follows this natural rhythm. Our equipment allows us to increase the volume of the production if the demands grows.

Q.7 Do you offer other eco-friendly solutions?

Vegeto's Milkweed Insulation is available in 4 versions to accommodate the design of a multitude of items: 100g/$m^2$, 150 g/$m^2$, 200 g/$m^2$, 250 g/$m^2$. The team is also working on the development of hemp textiles.