

How to Care for Your Synthetic Insulated Clothing

Synthetic insulation like PrimaLoft® or Thermore® is designed to perform in all conditions and is much easier to care for than down. It won't clump when wet, and it dries quickly. Most pieces only need washing at the end of the season, but if you wear yours for high-output activity, more frequent washing is no problem.

Here's how to care for your Atomic product so it performs at its best:

Before You Wash

- Read the care label for any product-specific instructions.
- Empty all pockets and close zippers or buttons.
- Turn the jacket inside out to protect the outer fabric.

Machine Washing:

- Use a mild liquid detergent made for technical fabrics.
- Do not use powder detergent, bleach, fabric softener, or dry cleaning as this will damage the fabric.
- Wash on a gentle cycle at 30°C with similar items or on its own.
- Rinse thoroughly to remove all detergent residue.
- Do not use the spin cycle.

Drying Synthetic Insulation:

- Hang the garment to drip dry (Synthetic fibers dry much faster than natural down). As with down clothing, it is helpful to shake the jacket from time to time.
- If you use a dryer, tumble dry on low to medium heat using a gentle cycle.
- Add two to three clean tennis balls to help restore the loft.
- Remove the jacket promptly once dry.
- Do not iron, steam, or expose synthetic insulation to direct heat.

Refreshing Water Repellency (DWR):

- Many synthetic insulated jackets have a durable water-repellent (DWR) finish that helps moisture bead off.
- If water starts soaking into the outer fabric, instead of beading on it, it's time to reapply DWR.
- Important: Use a spray-on DWR treatment only. Wash-in products may coat the insulation and reduce the fabric performance.
- Empty all pockets, close all zippers and, if applicable, buttons.
- Follow the instructions on your chosen DWR product. Some require damp fabric, others dry.
- After a few minutes, use a clean damp cloth to gently work in any excess.
- To finish, tumble dry on low heat to activate the treatment.

Pro Tip:

Always follow the care label inside your garment. It's the best guide for keeping your clothing in top condition.