

Nikwax Hydrophobic Down

Introducing the world's best performing hydrophobic down!



About Nikwax

Global leaders in PFC-free waterproofing technologies

- Nikwax manufactures environmentally safe, high quality cleaning, waterproofing and conditioning products that care for, prolong the life of and enhance the performance of clothing, footwear & equipment.
- The business was founded in 1977 by Nick Brown, a keen mountain walker and traveller, who passed the business to his employees in 2022 turning Nikwax Group into an EOT (Employee Ownership Trust).
- Nikwax is the global market leader in our field and our products are sold in over 50 countries around the world. Our Head Office is based in Wadhurst, East Sussex, UK, with regional offices in the USA, Poland and the Netherlands.
- Sustainability has always been at the heart of the company's ethos. All Nikwax products and treatments are PFC-free, not tested on animals and are non-persistent in the environment.





What is Nikwax Hydrophobic Down?

High performance, water resistant, fluorocarbon free down fill for outdoor clothing and gear.

- Water based, PFC-free treatment applied by down processors.
- Adds DWR, maintains original structure and insulation of the down.
- Available in 650-900 fill powers.
- Nikwax Hydrophobic Down only partners with responsible down brands who have RDS or TDS certification.
- Two products available in the range: NHD+ and NHD recycled



The world's best performing hydrophobic down

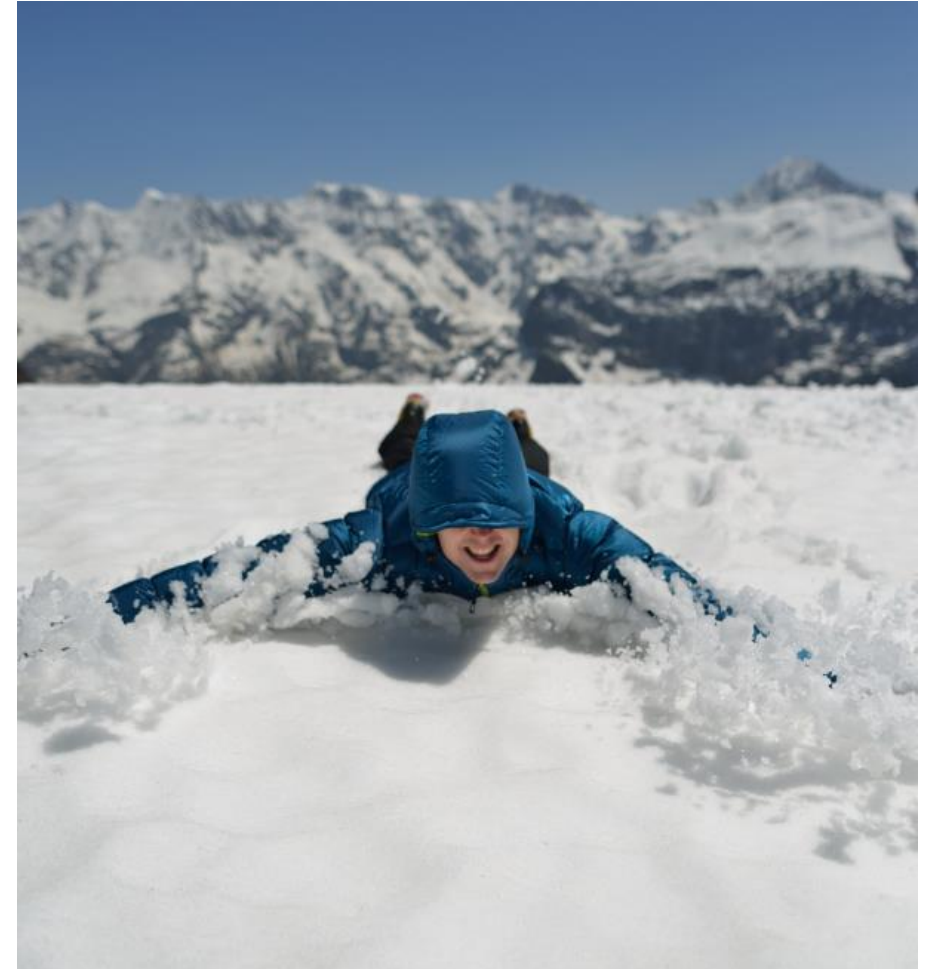


The world's first and only recycled hydrophobic down

Nikwax Hydrophobic Down - WARMER

WARMER | SAFER | DRIER

- NHD + is the first and only hydrophobic down to exceed 10,000 minutes of continuous shake time on the IDFL 18a Shake Test, that's 7 days of constant exposure to water.
- NHD recycled is the first recycled hydrophobic down available. It exceeds 1,000 minutes of continuous shake time on the Shake Test which is 25 times more than standard down.
- Maintains warmth and comfort in high moisture conditions.
- The down's loft is maintained even when wet and air is trapped between the down filaments so that the insulation still works.



Nikwax Hydrophobic Down - SAFER

WARMER | SAFER | DRIER

- Completely PFC-free formula
- Nikwax has never used PFCs in its products or treatments and has campaigned against the use of them in the outdoor industry.
- By using Nikwax aftercare for NHD filled garments and gear, customers can rest assured that they are not adding toxic chemicals to the environment.
 - And of course their gear will last longer!



Nikwax Hydrophobic Down - DRIER

WARMER | SAFER | DRIER

- The world's best performing hydrophobic down
- NHD + resists water for 250 times longer than standard down and NHD recycled 25 times longer than standard down.
- NHD filled products also dry significantly faster than standard down.
- However, NHD filled products are not designed to be rainwear, it won't make products waterproof.



Brands that use NHD



NHD Branding

Premium Component Brand

- Nikwax brand partners using NHD in their products have the opportunity to use NHD branding on their products and other promotional materials, making communication about high performance and sustainability even easier and benefiting from almost half a century of experience and investment in quality and credibility.
- Strong globally recognised brand
- Creative marketing (including floating sleeping bag campaign)
- Claims supported with outstanding test results
- Additional marketing assets such as photography, copy and videos are available through the Nikwax marketing team.



NHD Branding available

1. Swing tags

| | | |
|---|--|---|
| <p>NIKWAX HYDROPHOBIC DOWN +</p> <p>The world's best performing hydrophobic down</p> <p>Warmer Hydrophobic down that maintains loft, fill power and insulation even in wet conditions</p> <p>Safer PFC-free hydrophobic down that does not harm the environment</p> <p>Drier Hydrophobic down that exceeds 10,000 minutes on the IDFB 18A Shake Test</p> <p>Renewable Formulated for lasting performance when maintained with Nikwax® Down Wash.Direct® and Down Proof</p> <p>WARMER SAFER DRIER</p> | <p>NIKWAX HYDROPHOBIC DOWN ♻️</p> <p>The world's best performing recycled hydrophobic down</p> <p>Warmer Hydrophobic down that maintains loft, fill power and insulation even in wet conditions</p> <p>Safer PFC-free hydrophobic down that does not harm the environment</p> <p>Drier Hydrophobic down that exceeds 1,000 minutes on the IDFB 18A Shake Test</p> <p>Renewable Formulated for lasting performance when maintained with Nikwax® Down Wash.Direct® and Down Proof</p> <p>WARMER SAFER DRIER</p> | <p>NIKWAX WATERPROOFING</p> <p>To maintain the performance of this item always use Nikwax® Down Wash.Direct®</p> <ul style="list-style-type: none"> • Cleans effectively • Revitalises loft and insulating properties • Restores water repellency without damaging the delicate structure of the down fill <p>When the outer fabric is no longer repelling water effectively after cleaning, use Nikwax® Down Proof</p> <ul style="list-style-type: none"> • Adds durable water repellency • Revitalises loft and insulation • Extends the life of down gear <p>EASIER SAFER DRIER</p> |
|---|--|---|

2. Seam Woven Labels

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|--|
| <p>NIKWAX HYDROPHOBIC DOWN +</p> |
| <p>NIKWAX HYDROPHOBIC DOWN ♻️</p> |
| <p>NIKWAX HYDROPHOBIC DOWN +</p> |
| <p>NIKWAX HYDROPHOBIC DOWN ♻️</p> |

3. Heat Transfer Labels

NIKWAX HYDROPHOBIC DOWN ♻️

NIKWAX HYDROPHOBIC DOWN +

NHD Discount

- Nikwax encourages Brand Partners to use NHD branding and incentivises them for their efforts.
- A discount will be offered to Brand Partners committing to meeting appropriate NHD branding standards specified in an NHD Brand Partner Agreement.
- Nikwax will provide the labels and swing tags (subject to MOQ)



Aftercare

Use Nikwax Aftercare to maintain the performance of NHD gear

- It is very important to recommend Nikwax Down Wash.Direct® and Down Proof in the washing instructions on your labels and other assets, to ensure effective cleaning and water-repellency of NHD gear.
- Use Nikwax Aftercare products to get the best out of Nikwax Hydrophobic Down™ filled gear. Regular maintenance will help optimise performance and maximise the useful life of your gear.
- Cleaning with Nikwax Down Wash.Direct® will not only remove contaminants, such as dirt, but also revitalise insulation, breathability and Durable Water Repellency (DWR).
- When the surface material continues to wet out after cleaning, use Nikwax Down Proof to add DWR whilst maintaining breathability and loft.



Get in touch



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