



Technical editor at WSA, Sophie Bramel, will be joined by materials developer PrimaLoft's president and chief executive, Mike Joyce, in an expert-led dialogue on eco-conscious innovation during the first day of functional fabric fair Performance Days in Munich on November 3.

Their 'in conversation' talk will begin at 4.15 pm CET, with a livestream available to those who cannot attend in person.

A trained textile technologist, Mr Joyce has served on the Outdoor Industry Association's board of directors since 2014. After joining PrimaLoft in 2012, he has specialised in high-performance synthetic insulations and yarns, with an eye to recycled content, biodegradability, carbon neutrality and more.

Key areas of discussion will include the US-based company's [work with Origin Materials](#) to extract polyester building blocks from wood residue, its ThermoPlume down alternative, [now available in 100% post-consumer recycled form](#), plus the scope for releasing a one-for-one replacement for natural down in the future.

Register to tune into the livestream ahead of time [here](#).

*Sophie Bramel. Courtesy.*