

## → TRAILSPACE ONLINE

+ Unique  
Visitors **70,000**

+ Product **DRIDOWN TECHNOLOGY**

+ Article  
“Kelty follows Sierra Designs’s lead (both brands are owned by American Rec), offering its first line of DriDown sleeping bags for 2013, the Ignite Down 0° and Ignite Down 20°..”

+ Online link <http://www.trailspace.com/articles/2012/07/24/water-repellent-down-sleeping-bags.html>



**DRIDOWN**  
THE EVOLUTION OF DOWN INSULATION



### STAYS DRIER

Stays drier 10-times longer than untreated down.



### KEEPS WARMER

Retains 170% (2.7 times) more loft than untreated down when exposed to moisture and humidity.



### DRIES FASTER

Dries 33% faster than untreated down.