TRACKMYDOWN
.com

AT&T LTE
12:10 PM
trackmydown.com
lot #
13151214275
Grey Goose
94.70% EUROPE
5.30% CHINA
R·D·S
700
13151214275

POLAND
UKRAINE
HUNGARY
MOLDOVA
ROMANIA

By utilizing these TRACKMYDOWN lot numbers through established and innovative technologies, the consumer is able to have an immediate and engaging experience while making purchase decisions.

Down is about much more than just where it came from and with TRACKMYDOWN, the consumer can see much more relevant information that all goes into creating the world's finest insulation and even learn more about the complexities of down and the down supply chain.

MATERIAL CERTIFICATIONS

SOURCING REGION

PROCESSING LOCATION

TREATMENT INFORMATION

VERIFIED FILL POWER

CLEANLINESS TEST RESULTS

CONTENT ANALYSIS

At ALLIED, we take great pride in being able to trace every single cluster of down back to the origin for all of our partner. We have even opened small offices in rural parts of the world to ensure that impossible-complicated supply chains that were previously considered untraceable are exactly that...traceable. And by building out the industry's most robust internal automated traceability database, we have now been able to build a new experience around down products for the consumer via TRACKMYDOWN.COM.

While the sourcing standards such as the RDS are important for the industry, they still do not engage directly with the consumer. We have build TRACKMYDOWN to be a tool that allows the consumer a direct connection to an extremely complicated insulation. Every lot of down receives a unique lot number that accompanies every shipment. By incorporating additional unique customer numbers into the processed lot numbers, we are able to build an automated, scalable, and customizable lot page where consumers will experience the material in ways that represent exactly each of our partners' brand and communication needs.

BRINGING THE WORLD'S
OLDEST INSULATION

TO THE NEW CONSUMER

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ALLIED

FEATHER & DOWN