



DOWNPASS STARS

Société Nouvelle Interplume – Buy with your heart



Société Nouvelle Interplume is situated in the Vendée province, Western France, one of the main areas of duck production in Europe. Interplume specializes in the treatment of feathers and down, natural by-products recovered from the agri-food processing industry. Not involved in the finished products business, the company is a supplier to different sectors offering a complete range of products, from feathers for upholstery & cushions, to the most sought-after down fillings for the bedding, apparel and technical clothing sectors, including sport/outdoor clothing & accessories for extreme cold.



DOWNPASS talked to Enrico Bagetta, Sales Manager at Société Nouvelle Interplume.

What makes working with down and feathers so demanding and what do you pay particular attention to in production?

Down and feathers have to be handled very carefully: they require special washing, drying and sorting processes. They are thermo-regulating, naturally hypoallergenic, retaining superior qualities of softness and smoothness, eco-friendly.

We source directly from the region. The collection of the raw material is carried out as it becomes available at the various sites throughout the day. In order to ensure the highest quality of production, it is paramount to process the feathers in the shortest possible time. At SN Interplume, all feathers are washed and pro-





cessed in less than 12 hours from pick-up, enabling to guarantee the perfect quality of the products with sanitizing and physical integrity after treatment.

While ensuring caring practices in the supply chain, we do the same for our production processes: A water treatment plant, green type (bacteriological), recycles our industrial needs. Indoor lights are all LED, for 2/3 less power than standard lights, and the outdoor lights are autonomous solar-powered streetlamps, zero grid-power. Thermal energy and hot water are from our partners across the road, a biogas producing plant recycling local agri-food sector waste for its production.



What can down do better than other filling materials such as man-made fibers? What is Interplume's recipe for success?



Enrico Bagetta, Sales Manager

Down is light and breathable and can absorb and release moisture. They are also completely biodegradable. Thus, this natural product flows back into the natural cycle and leaves no "footprint" when the material reaches the end of its life cycle. Interplume only works with selected, regional partners and this has a positive effect on the eco-balance.

Interplume is an expert for down and feathers as filling material and does not produce any finished products itself. As a partner, you work closely with the clothing, bedding and furniture industries. How have the requirements for sustainability and animal welfare developed among your customers in recent years?

The greatest challenge is convincing a more significant share of the market to privilege eco-responsible materials and products, and this includes manufacturers and consumers alike. Lower price is often the first criteria that

buyers apply – at least in our industry segment – with sustainability down the list after quality and traceability.

The key to change could be governmental initiatives encouraging green models of production. Perhaps Tax Credits, rewarding low-impact manufacturing, favouring goods made with environmentally and animal-friendly materials, promoting circular economy, hence costs reducing economies of scale to drive such change.

Eco-responsibility must be integrated within the industrial processes of every manufacturer to strengthen its commitment towards the environment. Without it, the damage to the environment, already sizeable, will keep growing significantly as well as its adverse effects on human, animal, and plant life.



How important are independent certifications for your success and why do you rely on the DOWNPASS seal as a label of animal welfare & quality?

Interplume has its supply chain and products monitored for quality and traceability by several independent certification organisations - this is a key feature of our way of working. For us, this means credibility and reliability.

Therefore, we are trying to influence people to buy more with their heart, at a little higher cost perhaps, but driving home the need for ethical considerations to brands and manufacturers. Having a Certificate stating that you care for animal welfare should go together with actions that demonstrate the same level of care and commitment for all bi-onetworks. And we demonstrate that we are fulfilling this commitment via the DOWNPASS label.



Source: Downpass e.V.