

# Heatgen

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## HEATGEN™

### Why do I want it?

HEATGEN™ is an M&S owned technology developed from a special fibre blend using the bodies' own moisture to generate heat. Lightweight and warm makes it perfect for layering.

### How does it work?

HEATGEN™ is technology.

- -One fibre is viscose that generates heat by quickly absorbing moisture, this physical reaction is known as an "exothermic reaction" (or a chemical reaction that emits heat to surroundings)
- The other component is a lightweight micro-acrylic fine insulating fibre to keep the heat in, giving optimum everyday warmth.

### Product Details

Available in leggings and tops



LINGERIE INNOVATIONS

## HEATGEN™ MEDIUM

### Why do I want it?

HEATGEN™ is an M&S owned technology developed from a special fibre blend using the bodies' own moisture to generate heat. Heavier weight than core Heatgen™ with cosy brush for softness and extra warmth. Redeveloped for 2021 with extra stretch

### How does it work?

HEATGEN™ is an insulating, thermal layer fabric made from a fibre blend originally developed using Japanese technology. Heatgen™ Plus fibre blend:

- -One fibre is viscose that generates heat by quickly absorbing moisture, this physical reaction is known as an "exothermic reaction" (or a chemical reaction that emits heat to surroundings)
- The other component is a lightweight micro-acrylic fine insulating fibre to keep the heat in, giving optimum everyday warmth.
- Cosy brushed surface for extra warmth.
- New improved fabric for extra stretch and softness

### Product Details

Available in leggings and tops



LINGERIE INNOVATIONS

## HEATGEN™ FLEECE

### Why do I want it?

Standard thermal is different to Heatgen™ as it is based on fabric brushing and thickness for warmth, rather than purely the fibre blend.

### How does it work?

- Fabric is brushed to create thicker fabric in order to trap air in the fabric structure. Air pockets in the fabric structure create warmth insulation.
- Thermal is marketed by star rating- 2 star rating—this is Extra Warm.
- Super soft and comfy, brushed inside for extra warmth, perfect for layering
- New improved softer fabric including eco sustainable viscose

### Product Details

T32 – BUS, Short sleeve top, Long sleeve top, Leggings

