



Award

IDEA Gold

Hot commodity.

Partnering with the textile company, Malden Mills, Altitude co-developed a low voltage heat blanket, safe for children and pets. The Polartec Heat Blanket is a result of insights gleaned from research into the adaptation of a new technology for consumer applications. Malden Mills developed Polartec Heat, a technology that actively provides warmth through metallic fibers that are interwoven into Polartec fleece, thus creating an undetectable heating element within the fabric. Altitude went from market research to shipping the product in only eight months. The first heated blanket was introduced through Land's End, and the complete inventory was sold out in only three weeks.