

Amicor Pure

An Overview

The following notes have been prepared to assist customers who wish to know more about the development and applications of its range of anti-microbial fibres branded as Amicor Pure. The culmination of ground-breaking research into advanced fibre technologies, resulted in launch of Amicor Pure and is already making a significant contribution to improved health and well-being in our homes and in our everyday lives. It is acknowledged as the most effective anti-allergen system available in the bedding and soft furnishings markets and also prevents the build-up of microbes to enhance hygiene and ensure freshness for the lifetime of a product.

Thai Acrylic Fiber Co. Ltd

The Thai Acrylic Fiber Co Ltd (TAF) was formed in 1987. It is part of Aditya Birla group of India. Group has wide presence in Textiles and specializes in the development, manufacture and supply of man-made Fibres, Yarns and Fabrics. TAF employs more than 450 people and has worldwide sales of 150 million Euros.

Amicor Marketing

Amicor Marketing is a specialist business unit dedicated to the further development and marketing of Amicor fibres. It has been responsible for the introduction of Amicor for clothing, Amicor Plus for socks and footwear and, in 1998, launched the highly successful Amicor Pure as an advanced anti-allergen fibre for bedding applications.

The Amicor Marketing team includes specialist branding, fibre technologists and research teams at Thai Acrylic well as working closely with independent product testing and approval authorities. The team is set to explore and capitalise on new applications for Amicor throughout Europe, the USA, Australia and the Far East and works with manufacturing partners and licensees and uses the global sales network of Thai Acrylic Fibre

Amicor Pure is now established as the leading fibre technology in bioactive textiles and is quite unlike other generic anti-bacterial or anti-allergen products. It is for this reason that Amicor Pure is now a distinct brand in its own right, supported with dedicated research, development, testing, innovation and policing of product applications undertaken by licensed manufacturers of consumer goods.

Market-Led Strategy

Amicor Marketing's strategy is focused on consumer and healthcare applications where long-term use of Amicor Pure products will begin to make a difference in the lives of ordinary people. The rise in asthma and indoor allergens runs parallel to the increase in central heating, sealed windows and en-suite bathrooms that are enjoyed by us all. As good, old-fashioned hospital laundering is gradually being replaced by home laundering, healthcare professionals' uniforms are now under close observation as infection contaminants.

Amicor Pure - The Fibre

Amicor Pure was developed following pioneering research into "late injection fibre technology". This has enabled the company to produce fibres that contain a reservoir of finely dispersed additives that have been added to the polymer before the fibre is spun. Significantly, this approach ensures that the additives are contained within the unique fibre structure rather than simply acting as a surface coating giving the distinct advantage of durability in use. When Amicor Pure fibre is used at the recommended blend level the slow diffusion of the additives results in long-lasting protection of an entire fabric.

The additives used within the Amicor Pure fibre have a long track record of safe and effective use in cosmetic and pharmaceutical products. The anti-bacterial and anti-fungal properties are imparted by Irgacare (*Triclosan*) and Tolnaftate, and only the highest purity pharmaceutical grades of both additives are used by Acordis. The former has been widely and safely included in toothpastes, mouthwashes and deodorising products for over twenty years and the anti-fungal additive is found in many over-the-counter foot preparations.

Amicor Pure satisfies all current and anticipated legislation in Europe and the USA. It is registered with the EPA and FDA and is also the only fibre listed on the Oekotex 'White List' of approved anti-microbials for use in ecologically safe textiles and so has been given a clean bill of health for use with babies, children and adult categories.

Amicor Pure - Applications

Inherently soft to the touch, and less of an irritant than 100% cotton, Amicor Pure is available in a broad variety of fibre specifications designed to blend intimately with all natural and man-made fibres. It can be dyed to the deepest, brightest and most delicate shades. It can also be available in optic white, for end-uses where lasting whiteness is needed.

Always blended with other fibres, it takes on the aesthetic of the major fibre in the blend from cotton or wool to viscose, Tactel, Tencel, polyester as well as more sophisticated blends. Amicor Pure is an extremely versatile fibre, it can be processed into all spun and non-woven processing and is readily knitted or woven with filament yarns. The result is extremely soft and gentle, suitable for clothing, bedding and many other less demanding end-uses.

Extensive wash testing has shown that the fibre retains its performance at all wash temperatures for at least 200 washes, the expected life of most fabrics and products. Washing and cleaning deals with the dirt you can see – Amicor Pure deals with the dirt you can't see, and some potential irritants and risks to our long term health. This durability has led to Amicor Pure being adopted by leading manufacturers in a diverse range of consumer markets where lasting anti-microbial properties offer significant benefits for the end-user.

All beds, mattresses and bedding products – provides anti-allergen performance and long-term freshness throughout the bed - not only for those who suffer from indoor allergens but also for those who want hygienic and healthier bedding.

Baby bedding and clothing – provides protection from allergens for infants. At six months, as their inherited immune system diminishes, babies are at their most vulnerable to allergens and can become sensitized for life. Amicor Pure in bedding and clothing will help reduce a baby's exposure to air-borne allergens at this important stage in their life. Amicor Pure products retain

their allergy control and in-built freshness despite the high frequency of wash cycles required for this use.

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Carpets – provides allergen and dust mite prevention in wool blend carpets and could be an effective and safer alternative to the use of low durability pesticides to control moth larvae and carpet beetle.

Towelling – provides protection from the risk of bacterial contamination in domestic and public environments, without compromising the absorbency and softness of towels and roller towels.

Clothing – Amicor works like an in-built deodorant inside clothing. Like deodorant, once you have put it on you can forget about it for the rest of the day or night. Amicor blends inside t-shirts or smarter woven fabrics and takes on the aesthetic of the main fibre and keeps you not only looking smart but feeling fresh all day long.

Sportswear – Amicor Pure improves the performance, comfort and wearability of modern natural and man made fabrics. In sportswear, the fibre retains ‘as new’ freshness for seasonal sportswear such as ski-ing and sailing clothing as well as skin-tight fitness and layered sports underwear by preventing the formation of odour forming microbes during use and between washes.

Socks and footwear linings – helping to prevent odour in sports shoes and walking boots, Amicor Pure also provides protection from the fungi responsible for athletes’ foot.

Healthcare textiles and uniforms – from bed linen, curtains, healthcare uniforms and food preparation clothing, Amicor Pure prevents the growth of the harmful organisms on textiles that pose additional risk to infection control and hygiene.

Independent Research and Approvals

All products with fabric blends that feature Amicor Pure provide both consumers and manufacturers with confidence founded on extensive research, independent testing, thorough policing of applications and adherence to international protocols.

The fibre is registered by the EPA and FDA, enjoys OekoTex approval and is reach certified. It has also been tested exhaustively in all primary applications including internationally recognised

hospitals (The Red Cross Hospital – Clinical Immunology Department), specialist entomological institutes (Cambridge Entomology) and organizations dedicated to the issues associated with allergy and bacterial contamination (Allergy UK). Wherever applicable, allergen testing is undertaken in accordance with the guidelines applied by The World Health Organisation.

Exhaustive clinical trials are underway to underpin the use of Amicor Pure for indoor allergy sufferers with the medical community and consumers internationally. Other strategic research includes the measured effects of Amicor Pure inside uniforms in a clinical environment.

Amicor Pure has passed the stringent testing procedures applied by Allergy UK and has been awarded its Seal of Approval for use on consumer packaging. Other endorsements include TUV Essen and Millennium Products from the Design Council.

The Approved Supplier and Product Certification Programme applied by Thai Acrylic Fiber Co. (TAF) tests every single commercial product development. By licensing the Amicor Pure Trade Mark, owned by TAF, every product that carries the brand name has satisfied a consistent quality set by TAF.

Amicor Pure - Partners & Licensees

Amicor Marketing work in partnership with finished product manufacturers and have introduced their Amicor Pure Trade Mark Licensing Programme during 2003.

For promotional purposes, the Amicor Pure brand name is applied as part of a controlled co-branding programme to enable manufacturers and retailers to take full advantage of the consumer reassurance provided by the brand. Amicor Pure provides not only a clear brand identity but also clear consumer benefits and claims backed up by careful research and legal endorsement.

Such reassurance is founded on the stringent quality control programme applied by TAF at every stage of manufacture and the requirements of specialist approval agencies. Only products approved within the Amicor Quality Certification Programme and produced by Amicor Trade Mark licensees are eligible to use the Amicor Pure brand name.

The list of licensees is growing all the time and includes groups of manufacturers by country whose products make up a whole collection for buyers of bedding, home textiles or healthcare.