

**AMICOR® PURE**  
**The world's leading 'intelligent' fibre**  
**for healthy living and sleeping**

The following notes have been prepared to assist manufacturers and journalists who wish to know more about Acordis and the development and applications of its range of anti-microbial fibres known as Amicor Pure. The culmination of ground-breaking research into advanced fibre technologies, Amicor Pure was launched in 1998 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.

**Acordis**

The Acordis Group was formed in 1999 and comprises the former fibre businesses of the Akzo Nobel and Courtaulds Groups. It specialises in the development, manufacture and supply of man-made fibres and speciality materials for industrial, textile, medical and hygiene applications. The company employs more than 4,000 people at production sites in Germany, Netherlands, UK, USA, Brazil, Italy, Spain and Poland and has worldwide sales in excess of 1.1 billion Euros.

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## Amicor Marketing

Wholly owned by Acordis UK Ltd, 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 Acordis as 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 Acordis.

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.

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## Amicor Pure - The Fibre

Amicor Pure was developed following pioneering research into “late injection fibre technology” undertaken by Acordis. 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.

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## **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 is also 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 sensitised 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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## **Amicor Pure – Applications 2**

**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.

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## 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 well placed to be approved by the Biocidals directive in 2005. 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 organisations 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. The results of a study undertaken by The Medical Entomological Centre at Cambridge in the UK, are due shortly to refine the use of Amicor Pure in carpets.

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 Acordis tests every single commercial product development. By licensing the Amicor Pure Trade Mark, owned by Acordis, every product that carries the brand name has satisfied a consistent quality set by Acordis.

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## 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 Acordis 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.

[www.amicorpure.com](http://www.amicorpure.com)

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## **Amicor Pure - Consumer Benefits**

Comfort, healthy living and cleanliness are high on the agenda for most families and individuals at home and during activity. But, comfort and design improvements in our living standards and clothing have contributed inadvertently to a significant rise in airborne allergens, unhygienic microbes and infectious fungi - invisible threats to our health and well-being.

Amicor Pure was developed specifically to tackle the rising threat of allergens in our everyday lives and to provide a healthier sleeping environment (tangible benefits) for individuals and families. In every respect it is a fibre that can be used to create healthier textiles and furnishings in domestic, public, commercial and medical environments.

Amicor Pure is now widely used by leading manufacturers to prevent one of the most damaging causes of allergen in the home – the dust mite. It is also used to prevent the formation of the unhygienic bacteria that cause irritation and odour in clothing, footwear and towelling. And, its anti-fungal properties help prevent such common ailments as athletes' foot.

## **Allergen Prevention in the Home**

The house dust mite is the number 1 allergen in the home. It affects 85% of people with asthma, allergic rhinitis and sinusitis and is also linked to eczema. Our modern homes are actually encouraging mites to colonise our soft furnishings, curtains, fitted carpets and most of all, our beds. Most prevalent in our centrally-heated and double-glazed bedrooms, the humidity we create with better heating, sealed windows and humidity increases the mites' chances of survival. Every night an average bed could contain 2 million allergenic droppings. Allergies caused by a protein contained within the droppings of dust mites are known to create initial sensitivity and trigger asthma attacks and have been shown to affect more than 1 in 5 people in the UK now suffer from asthma.

Amicor Pure keeps allergens to an absolute minimum. It destroys the lifecycle of dust mites by removing their source of food – the minute, decaying particles of skin we shed everyday, especially while we are asleep.

## **Amicor Pure - Consumer Benefits 2**

In effect, the fibre plays a preventative role by blocking the growth of the fungi that turns human skin into a food source for the mites. Amicor Pure works differently to existing barrier methods, protecting the entire product from the inside out and providing a more thorough healthy sleep environment. Amicor Pure *prevents* mites from living inside bedding it does not kill them.

It's little wonder, therefore, that Amicor Pure has been adopted by leading manufacturers of beds and bedding products to provide effective long-term protection from such inanimate allergens. Medical and entomological studies based on W.H.O. measures suggest the success of Amicor Pure in preventing allergens inside beds and bedding and could enable doctors to recommend Amicor Pure bedding as a complimentary and healthier sleeping environment for indoor allergy sufferers.

Use of Amicor Pure is now extending into other soft furnishing materials such as carpets and curtains to provide optimum protection from common allergens in the home.

### **Health Benefits in footwear and socks**

As well as preventing the fungal growth critical in the lifecycle of dust mites, Amicor Pure is also highly effective against the growth of fungus responsible for athletes' foot when incorporated into the linings of footwear and the woven fabric of socks. Diabetics also suffer from fungal infections and specialist diabetic sock manufacturers have adopted Amicor Pure because it is the only truly anti-fungal fibre. Acordis has the patent for anti-fungal fibres.

### **Lasting freshness in next to skin clothing**

By providing protection, Amicor Pure maintains 'as new' freshness and comfort for all fabrics and products where it is used. Body humidity and temperature create the ideal environment for the rapid growth of the fungi and bacteria responsible for odour and irritation.

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### **Amicor Pure - Consumer Benefits 3**

Amicor Pure prevents the growth of such odour-forming microbes and keeps costly / investment and seasonal sportswear fresher during and in between use and keeps smarter clothing fresh during wear. Amicor Pure has proved to be especially effective in enhancing freshness by eliminating the odour-build often associated with socks, trainers and active footwear and has been developed to great effect in next-to-skin clothing and in sportswear. Amicor Pure can prevent even the “musty” odour often associated with blankets, beds and mattresses that are subject to infrequent cleaning. The durability of the fibre, even after 200 washes, ensures that the odour-free properties are maintained for the expected lifetime of the product.

### **Healthcare Benefits – prevention of cross-contamination**

Financial pressures surrounding Infection control within healthcare have contributed to increasing concerns on the growth of harmful bacteria on uniforms and bedding in hospitals. Hospital own laundering is decreasing and contract laundering is a rising cost on hospital budgets. More healthcare staff wash their uniforms or work clothing at home, increasing the risk of spreading infections outside the hospital environment. Infection control specialists agree that uniforms, bedding and textiles do pose a threat in a hospital setting and in the community.

### **Effective anti-bacterial for the healthcare environment**

Amicor Pure has been tested as consistently effective against MRSA, Staphylococcus Aureas, Klebsiella Pnuemoniae, E.Coli and Listeria. As a result it is proving to be an attractive solution for minimising the risk of cross infection and bacterial contamination in all uniforms and textiles used in medical environments. This is particularly significant given the decrease in laundry sterilisation within many hospitals and clinics.

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