

## Amicor® in HEAT 2010

Amicor Marketing

1<sup>st</sup> August 2010

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Amicor®, the worldwide leader in anti-microbial textiles, exhibited in India at the “International Conference on Healthcare and Hygiene Textiles & Clothing” (HEAT) 2010 during 30<sup>th</sup>-31<sup>st</sup> July 2010. Jointly organized by the Department of Textile and Fashion Technology of PSG College of Technology and the Institute for Materials, Research and Innovation (IMRI) (University of Bolton, UK), HEAT 2010 showcased the key innovations arising out of academic and industrial research in the field of Medical Textiles and Healthcare Applications.

During this international conference and exhibition, Amicor’s prime focus was to launch Amicor® Medical and Healthcare Uniforms in India. Amicor® fiber woven inside textile materials provides protection from the growth of harmful microbes. The organic anti-microbial additive prevents the growth of harmful bacteria at source and is recognised as being the most effective in controlling specific bacterial strains that cause hygiene and health problems in hospitals and other healthcare institutions. Amicor® cuts down the potential risk of cross-infection via uniforms; thus reducing the potential bio-burden on the ward. Apart from Amicor® applications in medical and healthcare uniforms, Amicor® exhibited its whole range of healthcare beds and beddings (anti-allergic, anti-bacterial), medical socks (anti-fungal, anti-bacterial and anti-odor), surgical cotton and bandage fabrics, knitted and woven garments for apparels and sportswear application as well.

The response at the show was excellent and far exceeded the expectations. Particularly noticeable was the wide spectrum of industry visitors from different sectors of textile industry who were interested in Amicor® Technology and Products. Yarn manufacturers catering to different sectors of the industry, medical textile companies manufacturing bandages, surgical cotton, fabrics for hospital applications, bedding manufacturers, manufacturers of innerwear, sportswear and socks etc., all of them has shown a profound interest in Amicor® Technology and Applications. At HEAT 2010, Amicor® has been successful in the search for new partners to work together and explore the excellent potential of Amicor® for the Indian market. Amicor® plans to penetrate and launch Amicor® products for each product sector in India. Apart from the excellent industry presence, there was an excellent consumer demand for anti-allergic beds and beddings, anti-bacterial, anti-odor socks and apparels which was obvious from the large number of consumer enquiries regarding availability of these products, Amicor® has received during the show. The show has opened the way to new growth opportunity for Amicor® outside its major market arenas.

### **About Amicor® Technology**

Amicor® is a dual-activity fiber having water insoluble anti-bacterial and anti-fungal additives. It uses the “Late Injection Technology” wherein the functional additives are incorporated into the fiber structure thus making these durable and long-lasting. Tests have shown that Amicor® fibers retain the antimicrobial performance even after 200 hospital washing cycles. This is roughly equivalent to the expected life of most fabrics. The durability of these fibers offer real and lasting benefits even to

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the medical, clothing, sports textiles markets. Amicor® fiber can be blended with any fiber to make a large range of functional blend yarns.

Amicor® has proven anti-allergy properties and has been awarded number of endorsements from leading European organizations. Amicor® brands of anti-bacterial and anti-fungal fibers – Amicor® Pure, Amipure, Amicor® Breathe and Amicor® Protect are now the first brands of fibers to be certified by REACH. Amicor® is the first fiber to be granted the Seal of Approval by the British Allergy Foundation in 2002. It has also been endorsed by Red Cross Asthma Hospital, Barcelona.

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