

## Feel The Best In Amicor® Socks

Thai Acrylic Fibre Co Ltd.

20<sup>th</sup> March, 2010

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The better you feel, the better you perform.

Comfort and Hygiene together is a modern luxury. The revolutionary “healthy socks” with the smart and intelligent Amicor Protect fiber has been specifically developed in response to growing recognition of the ‘feel good’ factor and increased consumer demand for a healthy and comfortable life. Healthy socks with Amicor Protect not only exhibit excellent functional property but are also imbued with deep emotional and sensual qualities, providing the user with an extra psychological advantage.

Amicor Protect socks help reduce the explosive growth of odor causing bacteria to impart a lasting pure and fresh feel. These functional socks also help to prevent skin irritations arising due to harmful bacteria. In short Amicor Protect will keep feet healthy too. Amicor Protect socks prevent the reproduction of harmful microbes and inhibit contamination. The “Late Injection Technology” locks the functional additive inside the fiber structure which makes them durable up to 200 laundry washes; thus providing a just washed freshness for the lifetime of the product. Amicor’s slow diffusion system makes it the most secure way of delivering anti-bacterial additives that cannot be washed away unlike surface finishes.

The flagship Amicor Pure fiber has been a leader in bio-active textiles for home and healthcare sectors. It is now gradually extending into the sports arena as well. Amicor Pure socks have a unique anti-fungal additive that helps to prevent fungal infections in athlete’s foot and reduce discolored toe nails. Thus feet are being nourished and protected while wearing socks as well.

User friendly, independent test results on human skin prove that Amicor Protect and Amicor Pure fibers and their blends are less of an irritant than 100% cotton, meeting consumer demands of improved comfort in next-to-skin items. Both Amicor Protect and Amicor Pure are perfect to blend with cotton, polyester, nylon, viscose, wool, etc. extending its protective qualities to the whole fabric for an increased feel-good factor.

Amicor brand of fibers are completely safe. It is the first anti-microbial fiber to be listed on the Oeko-Tex ‘White List’ Standard 100 for babies, children, adults and furnishings.

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The anti-microbial additives used inside Amicor are pre-notified on the European Biocidals Directive. Endorsements and Certifications from the British Allergy Foundation, Red Cross Hospital, Barcelona, REACH and a measurable benchmark from the World Health Organisation makes Amicor a clear, modern choice for consumers.

Amicor is perfect in 'secret socks' to wear unseen inside trainers to help keep trainers fresh as new and keep your feet fresh and healthier. It is also perfect in work-wear socks for people who want to feel smart and confident round the clock.

It is perfect for anyone on their feet all day or all night long.

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***For futher information please contact:***

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