

Making History.

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News from DuPont™ Teflon® Fabric Protector

Partnership Brings New Textile Opportunities for Outdoor “Easy-Living”

Textile enhancement is an essential component for stain resistance and protection characteristics on finished fabrics. The technology developed by DuPont in products such as Teflon® fabric protector enhances the properties of repellency to liquid, achieves greater protection against stains and simplifies maintenance for a vast range of products. As a result, DuPont™ Teflon® fabric protector is increasingly being used for garments, home furnishing fabrics and other textiles.



ESSEGOMMA SPA

The recent collaboration between DuPont and Essegomma

represents an interesting novelty in the world of furnishing fabrics. The companies collaborated on a project that combines the Flyer™ yarn—polyolefin fiber, which is recyclable, non-toxic and has excellent resistance to sunlight and abrasion—with Teflon® fabric protector for stain and soil resistance.

It previously had not been possible to apply a water- and oil-repellent finish because the high temperatures required would damage the fiber and, consequently, ruin the fabric. Now, through the companies' collaboration and the application of Teflon® fabric protector, excellent results have been obtained. Fabrics are now extremely stain and soil resistant; have high water and oil repellency; and still maintain a soft and unaltered feel. These innovations bring new textile opportunities in the outdoor sector for “easy-living.”

German Fabric Maker Fortifies Fall/Winter Line with Teflon® Fabric Protector

“JAB ANSTOETZ does not simply sell fabrics, but a lifestyle.” Such is the motto of the German manufacturer of exclusive fabrics for upholstery and curtains. A recent example of the company's efforts to improve lifestyles is the addition of DuPont™ Teflon® fabric protector to some of its new fabrics introduced in the colorful fall/winter line.

The Malibu line, which features five striped cotton fabrics in 49 colors, bears inviting names such as California, Florida, Hawaii and Venice Beach. In addition to its fresh look and exquisite color combinations, the Malibu line offers phenomenal durability, stain resistance and easy care through its treatment with Teflon® fabric protector.

For more information, visit www.jab.de/wohnstoffe/en/index.html



MorLuv Helps Medical Professionals “Stretch” Scrubs Budget for Women



MorLuv Scrubs is introducing a new line of women's professional medical scrubs treated with DuPont™ Teflon® fabric protector. The fabric treated with Teflon® fabric protector is not only stain resistant, it is also more durable—lasting longer than other scrubs on the market today.

This new line of scrubs represents an attempt to change the mindset of professionals in the medical industry who are accustomed to “throw away” scrubs by developing a completely new fabric that not only competes with existing alternatives but rises above them. MorLuv Scrubs has designed a superior thread infused with spandex for the ultimate in durability, stretch and comfort, and has added Teflon® fabric protector to help eliminate everyday stains, keeping its fabrics looking new longer. For more information, visit www.MorLuvScrubs.com

Bringing Stain Resistance and Beauty to the Table

Ipanema, a paragon of an easy-care polyester tablecloth, is treated with Advanced Dual Action Teflon® fabric protector that causes liquid spills to bead up so that they can be dabbed off easily without staining. Easy-care washing, without fabric softener and ironing, lets the tablecloth shine in former splendor. Additionally, Ipanema is soft and light, with a natural textile handle and fall. It is fast to light, hard-wearing and very long-lasting. Special sizes are available. For more information, visit www.pichler-textil.de



Teflon® Fabric Protector Premieres On-Screen in Chinese Taxicabs



Starting this month, China launched a co-branding advertising program for Teflon® fabric protector on touch-screen taxicab media. This joint-force promotion partners with five leading garment brands in China—Anta, Eral, Hollwill, Northland and Semir. A 15" TV and an interactive Flash game are included in the advertising program, which features a down jacket, T-shirt and active outdoor wear treated with Teflon® fabric protector as they fight off unpredictable spills and splashes, allowing liquids to bead up and roll off.

The program launched via Touch Media, a major taxicab media in China. It is now running in 7,000 taxis in five major cities in China, including Beijing, Shanghai, Guangzhou, Hangzhou and Shenzhen. The program will run until next January.

See Frank Fontana, host of *Down and Dirty*, putting Craftsman® workwear with Teflon® fabric protector to the test at www.URLgoeshere.com



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