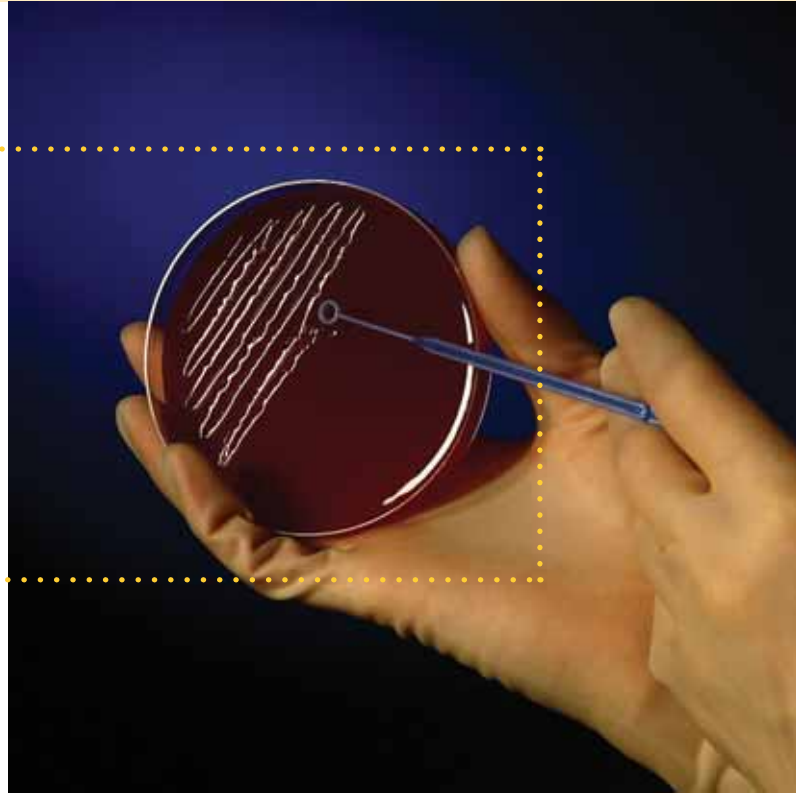


# Profit from protection

**Treatments and coatings that provide increased public protection and comfort, simplify maintenance and prolong product life are a responsible and necessary offering in today's environment. They provide specific sales opportunities for this industry and here we look at some of the options.**



## Smart fabrics from Luxaflex®

Luxaflex® was one of the first window blind manufacturers to introduce a number of special state-of-the-art techniques to make the fabrics used in roller blinds, Plissé Shades and Vertical blinds optimally suited for their purpose.

Scientists and technicians in the Luxaflex® R&D department are constantly engaged in the search for new high-tech solutions and have developed a number of textile treatments and coatings that give the material special properties, such as the ability to reflect sunlight and heat, protection against dirt and even bacteria.

These fabric properties increase comfort, simplify the maintenance of the window coverings and prolong their life.

### **SANAPLUS™: ANTIBACTERIAL FABRIC TREATMENT**

The antibacterial Sanaplustm finish has been specially developed for use in hospitals, dental and medical centres, laboratories and schools. Wherever health and hygiene play a key role, it is vital for everything, including the window covering, to fit into the picture. Sanaplustm is a fabric treatment that kills bacteria as soon as they come into contact with the material. The fabric is machine-washable, moisture-resistant, antistatic, halogen- and PVC-free and flame-retardant.

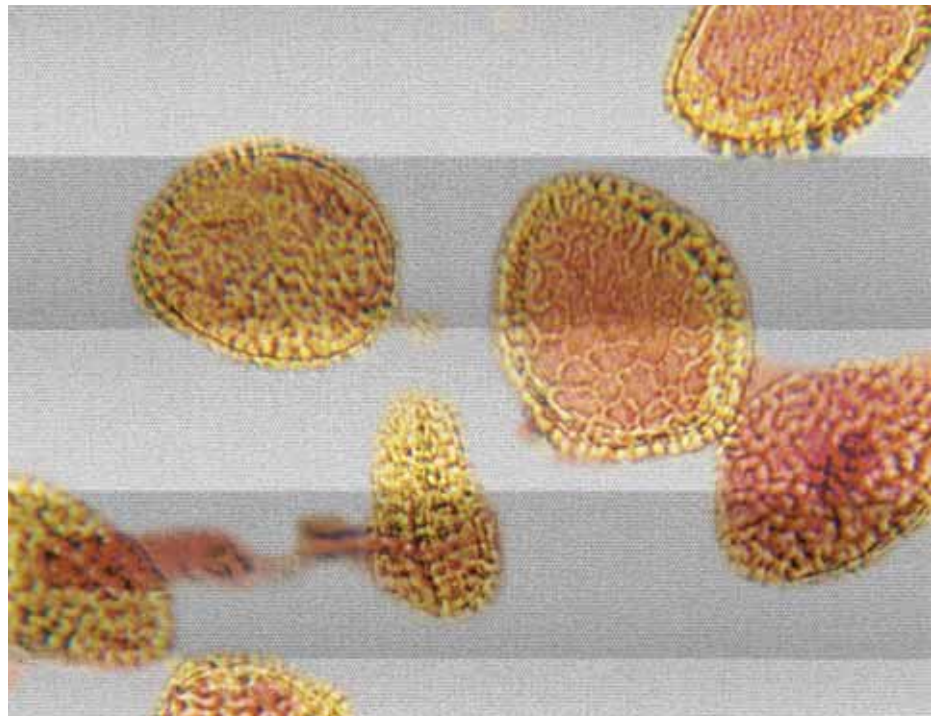
### **TOPAR®: ESPECIALLY FOR SUNBLINDS**

Luxaflex® uses Topar® coating which is designed to reduce the incidence of solar radiation. The fabric is given a special colour-matched coating that reflects heat as well as sunlight.

Materials coated with Topar® are resistant to moisture, insect residue and alkaline cleaners. Topar® is also dust-repellent and washable. The Luxaflex® range of window fashions offers an enormous choice of colours and fabrics with this coating, including a range with varying degrees of transparency from fully transparent to opaque, and also some materials with flame-retardant properties.

### **DUSTBLOCK™: FIGHTS DIRT**

Another of the textile treatments specially developed by Luxaflex® to optimise the properties of its fabrics is Dustblock™. This not only protects the material from dry dirt, such as dust and soot, but also water- and oil-based liquids, such as coffee, wine and ketchup. Fabrics treated with Dustblock™ are washable (many types of fabric vanes can even go in the washing machine) without loss of the double-sided protective effect. This invisible dirt-resistant treatment prolongs the life of all window-covering products.



## Fight back with Ultra-Fresh

Blinds manufacturers now have a valuable ally in helping control and protect against potentially harmful bacteria with Ultra-Fresh, the antimicrobial coating that is only available to the window blind trade on Louvolite fabrics.

Ultra-Fresh treated fabrics present Louvolite customers with an outstanding opportunity to target NHS and other health organisations in the fight against MRSA. The key point here is that Ultra-Fresh kills MRSA and also inhibits the growth of a wide range of other organisms, among them E. coli, Klebsiella pneumoniae, Salmonella, Aspergillus niger and Candida albicans.

The treatment is permanent, because Ultra-Fresh active antimicrobial is incorporated into the fabric coating during manufacture. It is completely safe, easy to maintain and will even retain its antimicrobial properties after washing.

Louvolite chose Ultra-Fresh, the widely used and well proven antimicrobial treatment from Thomson Research Associates initially to protect its vinyl-coated fabrics. It has now extended this to eight ranges including its best selling Carnival fabrics available in 33 colourways.

Ultra-Fresh creates effective anti-bacterial and anti-fungal protection on the blind to reduce degradation from micro-organisms and resist bacterial odours. By reducing staining and premature degradation of the material, Ultra-Fresh maintains the colour and good looks, and extends the useful life of the product. By preventing the adverse effects of microbial attack the physical and aesthetic properties of the product are prolonged.

Microbes are usually defined as micro-organisms of animal or plant origin and include bacteria, fungi and micro-fungi. All micro-organisms require moisture, warmth and a source of food to survive and multiply. These may be found on the surface of fabrics if conditions allow, thus contamination of a textile medium, such as a blind or shade, by a micro-organism can over time have a detrimental effect on the product's appearance and performance. It has been found that in the case of textiles an effective approach to the maintenance of the product's appearance and performance is to apply an antimicrobial finish designed to kill the micro-organisms, or to inhibit their growth.

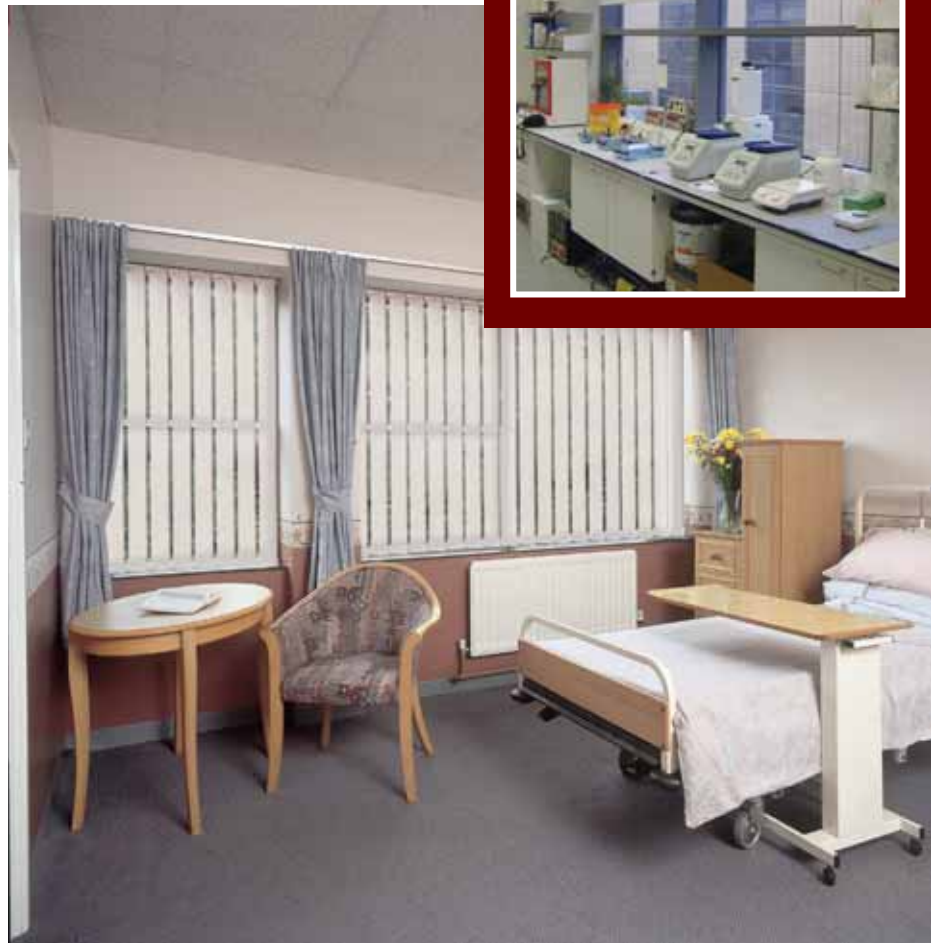
Bacteria and fungi are ubiquitous, they cannot be avoided. The problems they cause in untreated textiles include odours, staining, discolouration and degradation of fibres causing loss of strength and shortened life. Therefore there is a growing interest in the treatment of textiles with antimicrobial finishes to control and prevent the adverse effects of bacterial and fungal micro-organisms on fabrics. For example

in apparel the prime purpose of the antimicrobial finish may be to control odour; in outdoor textiles it may be to prevent premature rotting and discolouration; in window furniture it may be to ensure lasting good looks and functionality.

Many different types of antimicrobials are available – organics, organo-metallics, metals and metal salts and their use in textiles, apparel, industrial and outdoor fabrics and footwear is increasing, as the benefits they bring are being increasingly recognised by industry and consumers alike.

Louvolite fabrics treated with Ultra-Fresh can create many sales opportunities in the healthcare sector, so take up the challenge this winter and join in the war against harmful bacteria.

Ultra-Fresh is a registered trademark of Thomson Research Associates Inc., Toronto Canada.



There are certain properties that are desirable in any antimicrobial, regardless of the product sector.

- A wide spectrum of effectiveness against bacteria and fungi
- Lasting effectiveness for the useful life of the textile
- Safe to handle and use, i.e. non-toxic to humans at the concentrations used
- Good resistance to leaching and weathering
- Cause no adverse effects on the handle or other physical properties of the textile
- Compatible with other chemical finishes
- Capable of being applied on standard textile machinery
- Withstand normal processing conditions and temperatures
- Pose no environmental problems