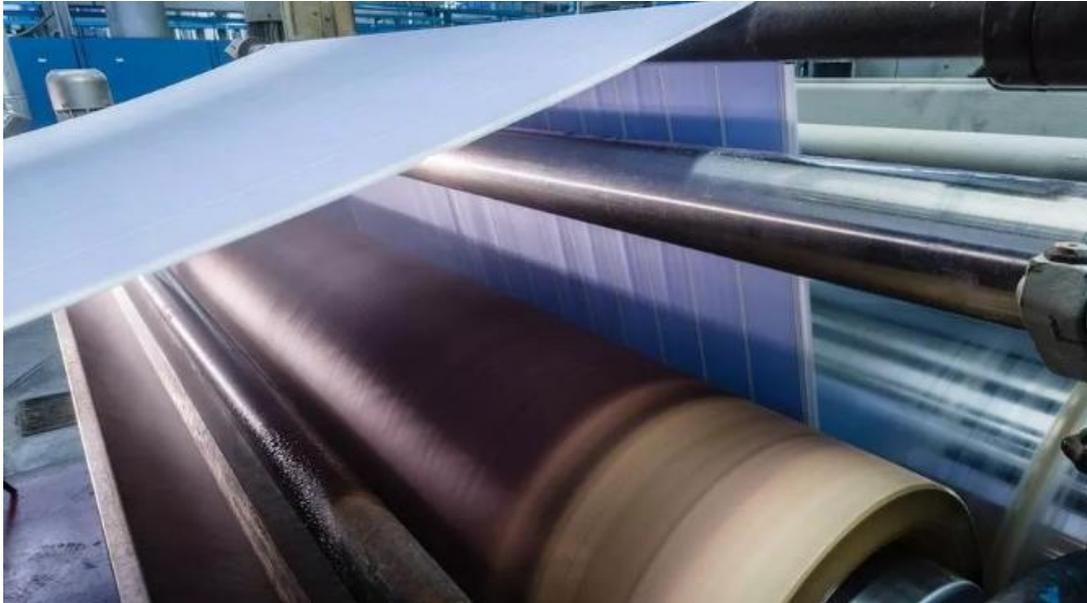


The anti-virus fabrics are coming



The post-pandemic wardrobe does not change only in aesthetics which, as fashion experts claim, becomes simpler and more comfortable, without unnecessary eccentricity. The real revolution is about content. That is, the materials with which the garments will be made.

The first «ViroFormula» fabrics arrive from the Albini Group and are able to protect us from viruses and microbes. Thanks to a technology of proven efficacy (the Viroblock of the Swiss HeiQ), which prevents fabrics from becoming ideal surfaces for the spread of Covid19. Thus helping to reduce the risk and speed of contamination and transmission.

«We are experiencing a critical and uncertain moment, but we do not stop. We are ready to face the challenge, continuing to work on new solutions and articles in harmony with the current market needs - explains Stefano Albini, President of Albini - that's why we developed the ViroFormula fabrics ».

For over 144 years, cutting-edge research has been the goal of the Albini Group (seven plants, including 4 in Italy, 1,300 employees).

«We have created a new category of products, unique in its kind: the most beautiful fabrics in the world with the ability to protect us from viruses. To wear a better future now», underlines Fabio Albini, creative director of the brand founded in 1876 in Albino (Bergamo), a family business, now led by the fifth generation.

The brand - the largest European manufacturer of shirting fabrics - precisely because it has always been at the forefront in the study of innovative solutions, in 2019

inaugurated Albin Next, the "Think Tank" that promotes change in textiles, based on the evolution of know-how and on high-level industrial and academic partnerships. Such as the collaboration with the leading Swiss company HeiQ, with which the ViroFormula materials were born: thanks to particular treatments, they quickly destroy microbes and viruses (including, of course, Covid19). How? Some particular chemical-textile elements have been used to destroy the virus in a few minutes through the patent pending combination of a fat vesicle technology (liposomes), which destroys viruses by depleting the viral membrane in its cholesterol content, after they have been blocked by silver-based technologies that activate high-spectrum antiviral reactions by attracting viruses and permanently binding them to their sulfur groups.

Complex mechanisms, invisible on fabrics, which are made in various weights, thinking of a 360 degree wardrobe. Ideal, therefore, for the production of shirts, jackets and trousers, but also for masks and gowns.



The effect of finishing on clothes lasts up to 30 washes. The products used in the ViroFormula treatment, tested to ensure the safety of people, are dermatologically non-irritating, harmless to the skin and body, as well as sustainable. Not science fiction, but a real achievement, designed to improve the security measures we will have to live with for a long time.