

## CATEGORY

PERFORMANCE

## STATUS

Available

## TREATMENT SUB-CATEGORY

WELLNESS WEAR

Our Wellness wear sub-category is dedicated to fabric treatments or to the use of yarns that provide an advantage in terms of physical well-being for the wearer.

## TECHNICAL INFORMATION

HeiQ Viroblock NPJ03 was a textile treatment originally innovated for face masks. In face mask testing, it is proven to greatly reduce the infectivity of viruses and bacteria.

ATCC VR-740 (Human Coronavirus)	> 30 times more effective
H1N1 (Human Influenza A)	> 50 times more effective
H5N1 (Avian Influenza A)	> 100 times more effective
H7N9 (2013 Influenza A virus)	> 200 times more effective
RSV (Respiratory Syncytial virus)	> 50 times more effective
Mycobacterium terrae (ATCC 15755)	> 50 times more effective

## FUNCTIONALITY

The technology used for the ViroFormula finishing (powered by HeiQ Viroblock) allows protection from viruses and bacteria. The product is effective against the main types of viruses: H1N1, H5N1, H7N9, Coronavirus (229E) and RSV. The chemical-textile auxiliary allows to kill bacteria and destroy viruses in a few minutes through the unprecedented, patent-pending technology combining:

- The silver-based technologies which generate an antiviral and antibacterial effect: small silver particles activate high-spectrum antiviral reactions by attracting viruses and permanently binding them to their sulfur groups.
- The technology of the fatty vesicle (Liposomes) as an accelerator that destroys viruses by depleting the viral membrane of its cholesterol content in seconds.

## WHAT CAN YOU OBTAIN AS A CLIENT?

### DOCUMENTS



The chemical-textile auxiliary is certified ISO 20743, ISO 18184, AATCC 100 tests for antibacterial and antiviral characteristics by HeiQ. Official and independent certifications can be provided.

### REQUIREMENTS

1. Purchase of a fabric where the ViroFormula treatment is proven to be applicable.
2. Signed document for labelling liability (see disclaimer).

### COMMUNICATION TOOLS



HANGTAG

(work in progress)



LABEL

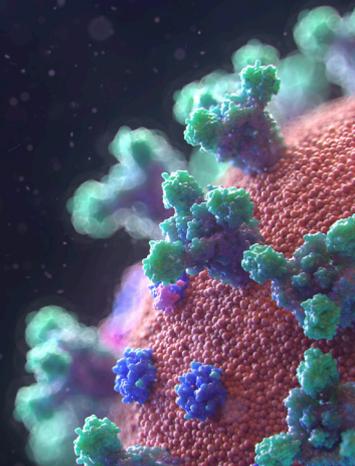
(work in progress)

### REQUIREMENTS

1. Signed document for labelling liability (see disclaimer).
2. Eligibility according to our loyalty program status.

## DISCLAIMER

The requirements for labelling of articles treated with an antimicrobial and/or biocidal technologies can vary from country to country. Several countries have specific regulations for such treated articles. It is the brand's responsibility to ensure labels and claims which accompany their products are fully compliant with local laws of all markets where the products are sold into. Cotonificio Albini Spa fully disclaims itself from the brand's labelling and underlines that it will only provide general (i.e. claimless) labelling. Albini is of course at your disposal to support you with further information. Furthermore, Cotonificio Albini Spa, clearly informs that the technology is not intended to prevent disease and is only offering extra safety to the product. Each person is still required to take the opportune, necessary and legal safety measures.



## FABRIC APPLICABILITY

The ViroFormula technology is applicable on all our cotton and linen qualities both in terms of structures (Poplin, Twill, Oxford, ...) as well as in terms of weights (Shirts, Jackets and Pants). The application of the auxiliary also doesn't alter the original and natural hand feel of our fabrics.

## WHERE TO FIND IT

In the face of all the positive tests, the ViroFormula finishing can be ordered as an exclusive. Once industrialized, we plan to include the treatment both in the collection proposals and in some of the Service Program selections.

## EXTRA

The auxiliary at the base of the ViroFormula treatment has been carefully tested for the safety of people, for whom it has been considered as dermatologically non-irritating, harmless to the skin and body. It is also environmentally sustainable. From the first tests, the garments maintain the technical antiviral characteristics even after 30 washes at a mild temperature.

To know more: [www.albinigroup.com/en/viroformula/](http://www.albinigroup.com/en/viroformula/)