

HeiQ (XLON: HEIQ) is a leader in textile innovation, having created some of the most effective, durable and high-performance textile technologies in the world. Through improving textiles, HeiQ aims to enhance lives by adding hygiene, comfort, protection and sustainability to the products we use every day.

True to its motto of ceaselessly innovating in the interests of both the planet and its population, HeiQ has, since its last appearance at TITAS, created really exciting new technologies, some even of a game changing nature.

### **Helping the world keep its cool and staying fresh and dry**

Staying one step ahead of the times is where HeiQ excels. Currently much of the world is experiencing the effects of global warming as it faces the hottest summer in history. **HeiQ Cool**, the world's first dual action textile cooling technology, is a real solution as HeiQ Cool powered fabrics cool before the first sign of sweat and delay the build-up of heat. Instantly cool to the touch, it constantly regulates the skin temperature as the components synergistically recharge ensuring a consistently cool, dry and comfortable body climate; Hot conditions also mean challenges to staying fresh and odor free for long durations. HeiQ's silver-based antimicrobial and silver-free odor control solutions directly address the world's noticeable consumer shift towards hygiene. **HeiQ Pure** is a silver-based antimicrobial technology that prevents microorganisms from making fabrics smell with exceptional efficiency and durability. **HeiQ Fresh MNT**, a plant-based odor adsorber is the latest addition to the HeiQ product range for effective and sustainable silver-free odor control and VOC (Volatile Organic Compound) management with ingredients that are either bio-based or mineral-based. And as the weather segues towards wetter periods, HeiQ was inspired by nature and for nature created the **HeiQ Eco Dry** family of eco-friendly, innovative and PFC-free durable water repellent textile technologies that provide protection from head to foot.

### **Discover live some of most innovative sustainable textile technologies on the market!**

In conjunction with **TITAS, Taiwan**, in October 2022, HeiQ will **present and explain** the above-mentioned technologies and much more in the seminar **"HeiQ's innovative chemical technologies add superpowers to your textiles"** on **October 12<sup>th</sup>, 2022, from 15.00 – 16.00 h in room 403**. We encourage you to participate and promise it will be more than worth your while. We also welcome you to visit us at our booth L 228.

For more information visit [www.heiq.com](http://www.heiq.com)