



US: Maidenform signs Neutralizer distribution deal

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Intimate apparel company Maidenform Brands has announced it will be the exclusive distributor of intimate apparel products incorporating Nano-Tex's moisture-wicking Neutralizer technology.

A statement said the technology wicks away moisture, dries quickly and neutralizes odours.

Maurice Reznik, chief executive officer of Maidenform Brands, said: "As a company that is acutely focused on innovation and our consumers, we are pleased to provide women with heightened comfort and confidence by incorporating Nano-Tex's technology into our products."

Mark Brutten, SVP marketing of Nano-Tex, said: "Nano-Tex is delighted to be working with Maidenform to help their customers stay fresh and confident, no matter what the day brings."

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