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## Crypton Brings A Re-Launched Nanotex® To China INTERDYE 2015

*Leading provider of performance fabrics has enhanced formulations, introduced new products, integrated a DNA marker and launched a new promotion campaign to re-invigorate the pioneering nanotechnology solution for textiles*

**Kings Mountain, North Carolina, USA, April 15, 2015** – Crypton Fabrics, the leading provider of performance fabrics in both apparel and home furnishing industry, is bringing a new Nanotex® ([www.nanotex.com](http://www.nanotex.com)) to China INTERDYE 2015.

The pioneering product, which was among the first to market nanotechnology solutions for textiles when it was founded in 1998, was acquired by Crypton in 2013. Since that time, Nanotex technology has been significantly enhanced, integrated with DNA markers to protect against counterfeiting and is being re-launched through a new integrated marketing and promotion campaign.

Nanotex will be at booth number B808 at China INTERDYE 2015.

“Since its introduction, Nanotex has been extremely well received by mills, manufacturers and consumers,” says Randy Rubin, Chairman of Crypton. “With our acquisition, we wanted to build upon this success and incorporate the technical and marketing expertise that Crypton has developed over the past two decades plus to help this amazing technology usher in a new era in performance textiles.”

Taking a cue from the natural water-repellency of plant surfaces and water coats, the Nanotex process uses nanotechnology to transform the molecular structures of fibers without changing the natural characteristics of the fabric, like hand or drape. Nanotex technology products provide repellency/stain resistance, moisture management, odor control, static elimination and wrinkle resistance. This is accomplished through both fluorinated and non-fluorinated technologies.

Nanotex is actually comprised of a family of 13 products, including “Resists Spills,” “Releases Stains,” “Neutralizer” and “Coolest Comfort.”

The brand has more than 100 manufacturer partners worldwide, including not only in branded apparel and outdoor gear, but home textiles and contract and residential interiors markets as well. Brand partners include the Gap, Gymboree, Target, Dickie’s, Cabela’s, L.L. Bean, Burton, Under Armour, Ashworth, Nordstrom, Hanes and others.

In addition to enhancement of the Nanotex formulations, Crypton has also introduced several new products. This includes Aquapel, a non-fluorinated repellency treatment that features a hydrocarbon polymer that is both ecologically friendly and economically smart. The result is excellent performance-liquid repellency that’s breathable, durable and fast drying- while remaining both fluorocarbon free and PFOA free. Aquapel repels the elements, resists spills, maintains breathability and is eco-friendly.

Also new to the line is Wick + Block. This treatment, like Aquapel, is fluorine-free, and imparts hydrophilic and stain resistance properties. Wick + Block provides superior moisture control for active wear, keeping users dry and comfortable as they workout, while protecting apparel from soiling and stains. The technology is already being used by Nike and the NFL, under the Crypton brand name.

Another important enhancement to the Nanotex brand has been the integration of a DNA marker to protect against counterfeiting.

Crypton, working in conjunction with Applied DNA Sciences, a provider of botanical DNA-based security and authentication solutions, integrated SigNature T DNA, a DNA based anti-counterfeiting technology and product authentication solution into the Nanotex technology.

The program enables Crypton to mark the Nanotex technology – and all of their other technologies – with SigNature T DNA, and for partner companies to submit samples for authentication.

Compatible with environmentally preferable chemistries, SigNature T DNA provides a closed-loop traceable solution that helps ensure that Nanotex technology is used in the finished product as identified. The marker is durable and doesn’t interfere with the engineered textile process. Nor does the marker impact the performance or quality of the Nanotex fabric.

Finally, the brand is also benefitting from a renewed marketing and promotion push.

Nanotex is being re-launched with a new brand platform, “Expectations Exceeded,” that speaks to the aspirations consumers have when buying apparel either for themselves or for family members - especially as relates to the performance category.

Explains Randy Rubin, Chairman of Crypton, “At retail, consumers are not as much concerned about how a textile technology works as they are whether the apparel they are buying is going to help them meet a certain expectation. That might be an expectation of how their children will look, or whether they will be able to enjoy being outdoors without having wet or cold intrude. We wanted to speak to that need directly at retail with the “Expectations Exceeded” tagline. It’s designed to reassure consumers right off the bat that the expectation they have for how that apparel purchase will enhance their lives will not only be met, but exceeded.”

The brand campaign will take life through newly designed retail hang tags, collateral materials, social media campaigns, publicity and industry trade ads.

“There is tremendous potential for Nanotex in both the apparel and home fabrics industries,” says Rubin, “and we believe with the enhancements that we have made, and backed by the know-how of Crypton, we are really at the cusp of a new era in a nanotechnology textiles field that Nanotex did much to help launch.”

### **About The Crypton Companies**

The Crypton Companies have patented and branded environmentally responsible textile performance solutions since 1993. The company’s flagship product, CRYPTON® Fabric, revolutionized the use of fabrics in the healthcare, hospitality, government, education and contract segments. The Crypton Companies continue to expand globally through technological advances in diversified market segments and are represented in more than 20 countries. More than 150 million yards of Crypton performance fabrics are installed in commercial and residential applications worldwide, providing unparalleled stain, moisture and anti-microbial resistance. Every day Crypton is developing new technologies to empower corporations and consumers to Live Clean®. For more information on The Crypton Companies, please visit our website at [www.crypton.com](http://www.crypton.com).