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# Cotton Inc. Bonds With Nanotex on Dry Inside Technology

By ARTHUR FRIEDMAN

Cotton Inc. and Nanotex have collaborated on a new technology called Nanotex Dry Inside aimed at enhancing cotton's moisture management characteristic.

The patented Nanotex Dry Inside technology enables effective moisture transfer away from the skin, eliminating dampness and chaffing in 100 percent cotton apparel, while maintaining the additional comfort aspects of garments made from the natural fiber.

The processing technology enables cotton to compete with synthetic fiber fabrics in the active and ath-leisure markets, the companies said. Extensive testing on the technology at Cotton Inc.'s laboratories in Cary, N.C. showed that Nanotex Dry Inside outperformed 100 percent polyester and untreated cotton in one-way moisture transport and cling.

"In the last five years, we have seen tremendous growth in the active and ath-leisure markets and with this movement, customers have come to expect a high degree of comfort alongside a high level of performance," said Randy Rubin, chief executive officer of Nanotex, a Crypton company that provides nanotechnology-based textile enhancements to the apparel, home and interiors markets. "The stumbling block has been cotton's innate absorbency and limited wicking abilities. Nanotex Dry Inside for cotton is the solution. It enables Nanotex to give its customers what their customers are interested in — high-tech performance, plus the comfort of cotton."

Nanotex Dry Inside is a technical print on the reverse side of the fabric that encourages the movement of moisture to the outside of the fabric through hydrophilic channels. Once moved from the inside to the outside, the moisture spreads and evaporates more readily, leaving the wearer dry and comfortable without clogging the fabric weave or compromising the look, feel or breathability of the fabric.

"We sent Nanotex Dry Inside cotton through a battery of moisture management test methods, as well as our own cling force test," said William Kimbrell, director of technology marketing at Cotton Inc. "We found that the Nanotex Dry Inside technology created a high performing cotton product. Specifically, we saw cotton finished with Nanotex Dry Inside outperformed 100 percent polyester samples, as well as untreated cotton samples for moisture transport, and offered an 80 percent reduction in cling force."

Cotton has lost market share in recent years to polyester and other fibers in the activewear and outdoor sectors through technology that has allowed fabrics to be constructed with performance characteristics.

"We see Nanotex Dry Inside for cotton impacting the active and ath-leisure markets in a tremendous way," Rubin added. "It allows for the touch, look and feel of cotton to be experienced in a revolutionary new way, one that has



A shirt with Nanotex Dry Inside.  
Courtesy

long been desired.”

Nanotex has created a short video that will appear on its web site explaining the Nanotex Dry Inside technology and demonstrating its laboratory testing.

Nanotex and Cotton Inc., the research and promotion company of U.S. cotton producers, will showcase Nanotex Dry Inside at the Outdoor Retailer show that opens Wednesday in Salt Lake City, Utah.

Nanotex is comprised of a family of 11 products, such as Resists Spills, Releases Stains, Neutralizer and Coolest Comfort, and includes the important enhancement of the integration of a DNA marker to protect against counterfeiting. The brand has more than 100 manufacturer partners worldwide, including in branded apparel and outdoor gear.

**WWD**

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