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**Nanotex® Scheduled to Debut Performance Bed Sheets on QVC**  
*Nanotechnology pulls unwanted moisture away from skin while you sleep*

**BLOOMFIELD HILLS, MI (August 9, 2016)** -- Nanotex®, a Crypton company and leading fabric innovator providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets, is proud to announce that it is scheduled to debut as the Today's Special Value® on QVC® **today, August 9 at midnight (ET)**. Each day, QVC picks one special item they believe shoppers will love, and offers it at an exceptionally low price from midnight (ET) until 11:59pm (PT) that day. Nanotex will be making its debut with Springs Global, leading manufacturer and distributor of innovative sleep products, with their new line of Serta SuperSoft Microfiber Sheet Set with Nanotex® and Extra Pillowcases (QVC Item #H208839).

These new performance sheets include Nanotex Wicking Technology that helps pull moisture away from the skin to evaporate more easily. The Serta SuperSoft Microfiber Sheet Set with Nanotex® and Extra Pillowcases is available in the following eight colors, Ivory, Grey, Blue, Purple, Green, White, Blue Breeze and Yellow.

"We are thrilled to bring our performance technology to QVC and provide viewers with the opportunity to discover the next evolution in bedding," explains Randy Rubin, CEO of Nanotex. "QVC has always been a major trend-setter in knowing what consumers want, so having our product selected as the Today's Special Value is a fantastic way to show our innovation to millions of viewers."

Earlier this month, Nanotex and Cotton Incorporated, the research and promotion company of U.C. cotton producers, announced Nanotex® Dry Inside technology for cotton apparel. This technology enables effective moisture transfer away from skin, eliminating dampness and chaffing, in 100% cotton apparel, while maintaining the additional comfort aspects of garments made from the natural fiber.

Nanotex is comprised of a family of 13 products, such as "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. In addition to QVC, Nanotex works with brands including Gap, Banana Republic, Target, Macy's, JC Penney's, Gymboree, Cotton Incorporated, Dickies, Cabela's, L.L. Bean, Burton, Under Armour, Ashworth, Nordstrom, Hanes and others.

Tune in to QVC **today, Tuesday, August 9** beginning at **midnight (ET)** and throughout the day for a firsthand look at the sheets. The Serta SuperSoft Microfiber Sheet Set with Nanotex® and Extra Pillowcases (QVC item #H208839) is scheduled to be available, while supplies last, beginning August 9 through QVC.com, the QVC apps or by calling 800.345.1515.

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#### **About Nanotex, a Crypton Company**

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. In 2013, Crypton acquired Nanotex, which was among the first to market nanotechnology solutions for textiles when it was founded in 1998. 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. For more information on Nanotex, please visit our website at [www.nanotex.com](http://www.nanotex.com).

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