



HEIQ FRESH TECH

**Feel and smell fresh –
at all times**

Long-lasting odor control

- **Durable freshness and odor control**
- **Protects textiles from environmental odors, fabric odors, hormonal body odors, food related body odors and bacterial derived odors**
- **Exceptional efficiency and durability (100% performance up to 100 washings depending on fiber type)**
- **Used on 300 million garments a year**
- **Compliant with EU BPR, EU REACH, US EPA, JP MITI, CN IECSC, TK BPR**
- **No impairment of breathability and handfeel**
- **Applicable to most fabric types**

What does it do?

HeiQ Fresh Tech is a family of highly versatile and effective odor-preventing natural, inorganic and organic textile technologies that are customized to each fabric type and intended performance.

What is it for?

HeiQ Fresh Tech delivers market-leading odor control performance and durability – making it perfect for close-to-skin fabrics like underwear, sports clothing, hiking shirts, fleece, socks, linings, shoes and gloves, as well as home textiles such as towels and bed linen.

**SWISS
TECH
INSIDE**



OEKO-TEX®
CONFIDENCE IN TEXTILES

HeiQ Fresh Tech Durable odor control

Longing for freshness and cleanliness

People like to sleep comfortably nestled down in fresh bedlinen. They like to wear fresh clothes and use clean smelling towels after a refreshing shower. Avoiding unwanted odors has been a constant source of innovation and new technological advances throughout the ages.

Figuring out how to keep bad smells off their outdoor clothes was the inspirational kick two young entrepreneurs needed to develop their successful odor control technology and start up HeiQ. Ever since, Carlo Centonze's and Murray Height's company has kept its innovative drive, winning numerous awards including the prestigious Swiss Technology Award.

Over the years, HeiQ keeps adding products to the HeiQ Fresh Tech family, aiming to provide a solution for every kind of bad odor on textile.

Examples include:

- Environmental odors (e.g. cooking oil, cigarette smoke, naphthalene)
- Fabric odors (e.g. the plasticky smell of polyester's monomeric components)
- Hormonal body odors (e.g. the "aging odor" nonenal)
- Food related body odors (e.g. garlic or onion released through the skin)
- Bacterial odors (e.g. volatile metabolites like pyruvic acid secreted by bacteria feeding on the water and sugar of sweat)

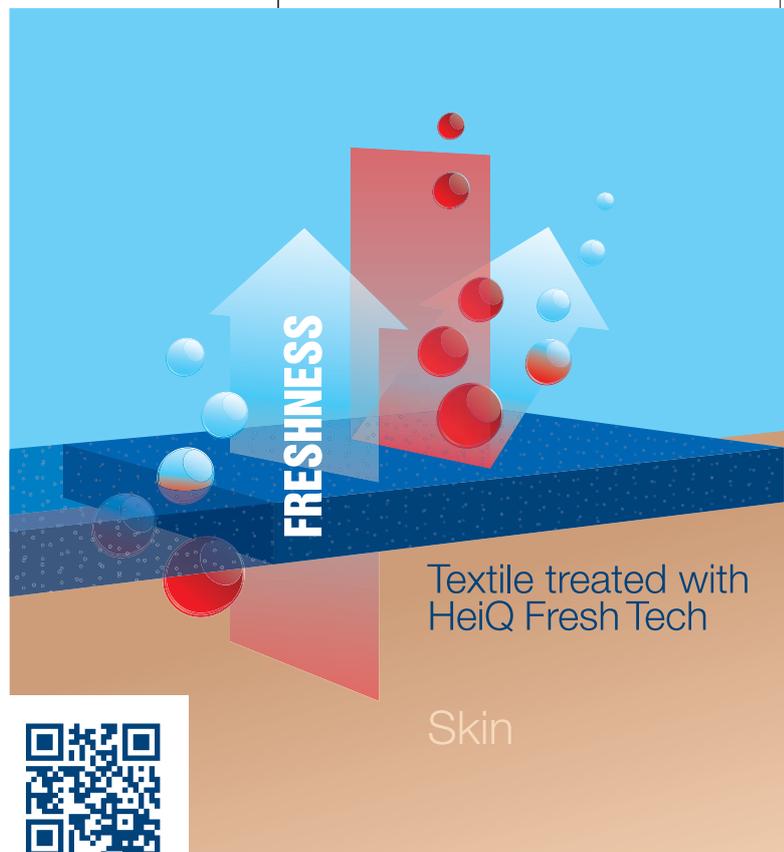
HeiQ offers the following odor control test methods for your textiles:

- Absorption test methods (JIS L 1902/ISO 20743/AATCC 100)
- Dynamic contact methods (ASTM E2149)
- Deodorant test (JIS L 1919)

Odor control technologies for the textile industry

There are three technological approaches to address malodors accumulating on textiles during use. The first approach binds volatile organic components to non-volatile ones, thereby immobilizing the odor source. The second approach blocks the source of the odor, e.g. by preventing bacteria from colonizing the textile and building bio-films during its use time. The third approach destroys the volatile malodor molecule by utilizing photocatalytic technologies through free radicals.

HeiQ has developed innovative textile technologies that control various sources of bad odors. Based on the type of fabric and the sector of its intended use, HeiQ offers customized textile technology solutions that are globally registered as safe to wear next to the skin.



Watch the video!