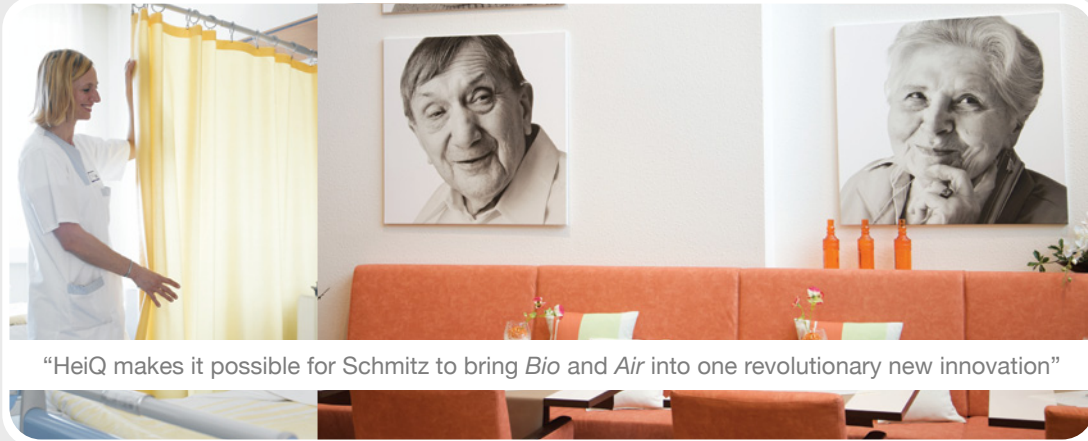




Realizing Innovation with Pure by HeiQ



“HeiQ makes it possible for Schmitz to bring *Bio* and *Air* into one revolutionary new innovation”

drapilux

Product Briefing

Nosocomial infections are often caused by bacterial infestations on surfaces, including curtains and drapes. The decorative fabric *drapilux bioaktiv* offers a unique solution. With its antimicrobial effect, it helps to significantly reduce the growth of the most common causes of infection in hospitals, such as *Klebsiella pneumoniae* and *Staphylococcus aureus* (including MRSA), thereby helping to reduce the risk of illnesses caused by bacteria.

The drapilux curtains have received four innovation prizes including the Innovation Prize AIT architecture + health and Best Innovation of the Year from the readers of eurodeco magazine.

Schmitz (Emsdetten, Germany) is a leading European producer of high-end textiles with focus on high quality drapes and awnings. For years, Schmitz has been trying to combine multiple textile functionalities for its drape products but have been technically restricted. The reason for this was the dependency on antimicrobial yarns that do not allow full flexibility in the application of additional functionalities for the textiles, effectively hindering further business growth.

Meeting the needs

Schmitz faced two major challenges to the growth of its *drapilux bioactive* product. The first was to increase the antimicrobial effectiveness over the previous functionality supplier (bio-active yarns).

The second challenge posed was to help the enterprise break away from competitors and increase their lead in the German market by combining the antimicrobial effect with other textile effects they were already working with.

Solving the problem

The problem with the previous antimicrobial supplier used was that after enhancing the fabric with functions

like *drapilux air*, the effect was diminished. This caused the drapes to have an unsatisfactory antimicrobial effect, failing the high Schmitz quality standards.

With the introduction of *Pure by HeiQ*, a cost effective solution was rapidly determined and executed, allowing Schmitz maximum flexibility in its drapes production. Whereas *Pure by HeiQ* provides immediate cost savings for Schmitz, it also reduces the need for special fibers to keep in stock. Furthermore it offers flexibility in the choice of fibers selected, since *Pure by HeiQ* can be applied to any textile. This flexibility has been proven to provide significant cost savings.

In a very short time using the comprehensive service and support from HeiQ's range of testing, application optimization, quality control, marketing and regulatory affairs management, Schmitz was able to solve the two problems they had previously faced. With *Pure by HeiQ* it is now possible for Schmitz to combine reliable and durable antimicrobial effect with the *drapilux air* functionality which until this point had not been technically possible.



"In HeiQ we have found a competent technology innovation partner that we can trust and grow with."

Dan Schmitz
Head of Sales & Marketing

Making 'we care' a reality

Schmitz values satisfied customers as the foundation of the business and considers the sale of a product to be not only a business transaction, but the beginning of a longstanding relationship. This is the reason why HeiQ and all their suppliers must meet their goals to increase customer safety and enhanced quality of life.

"In 2004 we were able to present an intelligent function to the market via the Drapilux Air product line", says Dan Schmitz, Head of Sales & Marketing at Schmitz. "In 2005 we followed it with Bioactive which would fight germs on its surface. Customers quickly started asking, when we would be combining the two functionalities into one. It took us 5 years and with the help of HeiQ we are finally able to bring this new combined product to the market as part of our 'we care' collection. In HeiQ we have found a competent technology innovation partner that we can trust and grow with."

Through both lab testing and on-site mill support, HeiQ was able to ensure the quality of the Schmitz end-product using the Pure by HeiQ antimicrobial finish. By supporting Schmitz with a clear marketing message including branding and labels such as Oeko-tex® and BlueSign®* along with regulatory guidance, Schmitz received full product and marketing support for its launch of the new product. Since medical textiles need antimicrobial protection to ensure patient safety from cross-contamination, the demands on antimicrobial performance and wash durability is therefore particularly high. Pure by HeiQ satisfies these stringent demands.

HeiQ and Schmitz *drapilux bioaktiv* contribute to a safer medical environment by allowing protection of drapes used in hospital and other medical settings, helping to reduce the risk of drapes being a bacterial vector and a cross-contamination risk for patients and employees.

HeiQ Materials AG is a Swiss company developing and manufacturing antimicrobial silver and other sustainable textile effects for the most demanding customer demands. Focusing on textile and medical device markets, the company seeks to build innovation inspired by nature into its products, making them naturally performing. HeiQ's products are characterized by high efficiency coupled with long-lasting performance, yet with a minimum impact on the environment. HeiQ is recognized as a young and innovative company, with a palette of award winning, state-of-the-art technologies.

* Registered under the name Silpure AMG

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PURE

by HEIQ

Product Briefing

The *Pure by HeiQ* antimicrobial textile effect gives *drapilux bioaktiv* its sustained antimicrobial qualities. The treated fabric is an environment hindering the growth of potentially harmful bacteria. Even with frequent washing at temperatures of 60°C, textiles treated with *Pure by HeiQ* retain their antimicrobial properties.

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