



Pure by HeiQ is a family of products that stand for ultimate performance and sustainability. The branding program serves to help brands and mills explain the value of the product to end-customers.

The program can be used by itself or as co-branding for example on hangtags and in brochures.

Pure by HeiQ products:

- HeiQ AGS-20 TF
- HeiQ AGS-20 MB
- HeiQ Reactivator

High performance antimicrobial textile finish

The Pure by HeiQ product range offers the ultimate solution to the all too well-known problem of odor development in textiles.

The unique antimicrobial silver finish HeiQ AGS-20 TF brings innovation onto textiles and provides unprecedented antimicrobial performance and durability – even after up to 100 washes. To the end-user this means improved comfort, freshness and hygiene.

Because of the unique metallic silver functionality and a robust textile finish embedding the silver, HeiQ AGS-20 TF outperforms the competition on durability, effectiveness and price while using only a minimal amount of silver.

Key Benefits

- Permanent odor control for up to 100x washes.
- Strong antimicrobial effect.
- Environmentally preferable due to minimal amount of silver.
- Simple one-step application.
- No impact on handle and no discoloration over time.
- Full HeiQ testing service support.
- Cost effective.





The unique performance of Pure by HeiQ comes from the patent pending silver and finishing technologies that give unprecedented durability and effectiveness. Pure by HeiQ meets the highest cost to performance demands and is also the most environmentally responsible choice on the market.

Wide range of uses

HeiQ AGS-20 TF can be used on almost any fabric type or structure, whether it's woven, knitted or non-woven. Typical applications are:

- Sportswear
- Underwear
- Towels
- Home textiles
- Activewear
- Socks
- Medical textiles
- Technical textiles

Superior performance

Product performance ¹	HeiQ AGS-20 TF	Competitor Finish 1	Competitor Finish 2
Active material	Ag	AgCl	AgCl
Antimicrobial effect ² Unwashed	>99.99%	>99.99%	99.30%
Antimicrobial effect ² 25 washes at 60° C	>99.99%	99.40%	98.99%
Light stability ³	Stable	Discoloration	Discoloration
Silver loading on fabric relative to HeiQ	1	3x HeiQ	21x HeiQ

1. Finishes applied to polyester (PES) woven fabric.

2. Bacteria testing following the JIS L 1902 method using the gram-negative bacteria *Klebsiella pneumoniae*.

3. Light stability of the application liquor and of the finished fabric on prolonged exposure to light.

