HeiQ announces PFC-free DWR with dry cleaning durability

Swiss textile innovator HeiQ launches new fluorocarbon-free (PFC-free) products in their HeiQ Eco Dry product family for a full range of durable water repellence (DWR) technologies, for outdoor apparel to footwear and fashion. The newly introduced products are durable to dry cleaning.

Consumers of water repellent jackets, pants and footwear think it is important that products are made of environmentally-friendly materials and are PFC-free[1]. HeiQ Eco Dry is a family of innovative, eco-friendly and PFC-free water repellent textile technologies that provide **protection against water and water-based stains**. As of August 2018, HeiQ Eco Dry has a brand awareness of 8% in the US among water repellent gear consumers[1]. By adding new products to the range, HeiQ now has a broad range of DWR **solutions for outdoor apparel, footwear and fashion** markets.

Launched in 2013, HeiQ Eco Dry was one of the pioneers in PFC-free DWR textile treatments. Continuous refinements of this product range have allowed HeiQ to be the go-to solution provider as its technologies offer not only **industry-leading DWR performance**, but also fewer chalk marks and a softer hand than other technologies available. The **latest breakthrough with dry cleaning durability** makes this DWR suitable to **fashion coats and jackets made of premium fibers** such as silk and wool. All HeiQ Eco Dry products are **Oeko-Tex®** conform, **bluesign®** approved/pending and fluorocarbon-free.

"The new PFC-free DWR treatments have been engineered specifically to meet industry challenges and maintain excellent hydrophobic properties after multiple dry cleanings", says Walter Nassl, Chief Technology Officer at HeiQ. *"We continue to innovate different technologies of HeiQ Eco Dry to allow even more high-quality, durable and sustainable products in the market".*

To learn more about the HeiQ Eco Dry family, visit HeiQ at the Functional Fabric Fair New York City (booth#415, July 22-23, 2019).

[1]Source: HeiQ Textile Knowledge Center 2018 water repellent apparel & footwear survey.

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Image: With HeiQ Eco Dry, the wearers can stay dry no matter how wet and wild the weather gets (Shutterstock)

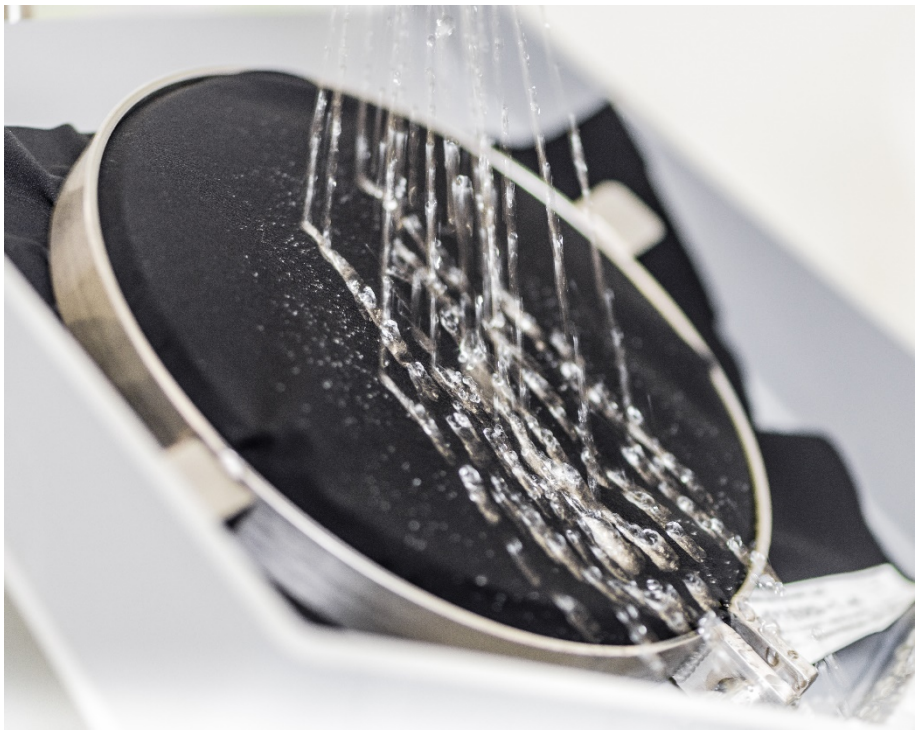


Image: Evaluating the DWR performance using the spray test method at HeiQ laboratories (HeiQ)

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