

Lenzing joins forces with Ruby Mills to fight COVID19

~ leverages technology to manufacture sustainable antiviral fabric~

Lenzing India and Ruby Mills Ltd have come together to present H+ Technology™ – for an antiviral, antibacterial and antifungal fabric. This breakthrough comes at a crucial time when India is facing an increasing number of cases. H+ technology's efficacy has been tested and the findings successfully indicate that viruses and microbes won't survive on the surface of the fabric that's been treated with it – thus helping to arrest the spread of the virus.

Over the past few weeks, Lenzing and Ruby Mills have invested considerable time to put together a range of sustainable fabrics that has anti-viral and anti-microbial properties and doesn't compromise on hand-feel, breathability & finish – which makes H+ technology fabrics unique. H+ Technology™ also works across a wide range of pure as well as blended fabrics. H+ Technology™ with LENZING™ ECOVERO™ and TENCEL™ means performance to finish on sustainable fibers.

At the very core of this technology is the active ingredient that kills over 99% of the H1N1 Influenza virus (the family of Novel Coronavirus) on contact and provides lasting protection for up to 30 washes, thus ensuring effective protection against transmission of virus.

Avinash Mane, Commercial Head – South Asia, Lenzing commenting on the development, said *“Through this partnership with Ruby Mills, we aim to provide our citizens with the best possible protection through high-quality and sustainable products. We are working towards breaking the barrier that fabrics and textiles are carriers of diseases and viruses. At Lenzing, we believe in innovation and investment in technology to offer products that are high in performance and yet at the same time are part of the circular economy. Consumers can be rest assured that apparels with the tag of TENCEL™, LENZING™ ECOVERO™ and H+ technology™ will be safe to wear”.*

Rishabh Shah, President, The Ruby Mills Limited commenting on the development, said *“Most anti-microbial finishes have significant limitations – they become ineffective after multiple washes, and they hamper the fabric's comfort and hand-feel. In our continuous pursuit for perfection and quality, we developed H+ Technology™ fabrics, by extending our processing expertise and know-how to ensure that the protection lasts wash after wash and the hand-feel, breathability and colour are not compromised.*

We believe our H+ Technology™ fabrics have a wide range of applications across sectors and is significantly superior and most relevant in the times that call for heightened protection in everyday life.”

Creators of H+ Technology™, The Ruby Mills Limited has been one of the most respected vertically integrated textile mills known for fabric quality, consistency and innovation since 1917. Headquartered in Mumbai, listed on both the BSE and the NSE, Ruby Mills, aimed at enabling customers with H+ Technology™ and is working on bringing this to the consumers in collaboration with the Lenzing Group,



Innovative by nature

an innovation leader, that stands for the ecologically responsible production of specialty fibers made from the renewable raw material wood. TENCEL™ and ECOVERO™.