Raymond UCO in association with HeiQ launches high performance Anti-viral Denim

- ✓ *Raymond UCO in association with Swiss textile innovator HeiQ has launched anti-viral denim fabric*
- ✓ *SHIELD collection of Raymond UCO also features denim fabric powered by HeiQ Viroblock, a unique combination of advanced silver and vesicle components which is imparted technically on the fabric surface*
- ✓ *HeiQ's Viroblock technology is proven to be 99.99% effective against a dozen viruses and bacteria, including SARS-CoV-2, H1N1, H5N1, H7N9, H3N2, and sendai virus*

Raymond UCO, the pioneer in denim innovation and solutions, in partnership with Swiss textile innovator HeiQ, has launched a highly protective denim fabric range with HeiQ Viroblock, a sustainable, antiviral and antimicrobial technology that has been tested and proven effective to destroy 99.99% viruses. Raymond UCO's association with HeiQ has been pivotal in global launch of innovative anti-bacterial fabrics a couple of years ago with HeiQ Pure. Along with this latest launch, Raymond UCO has also unveiled its signature functional denim range SHIELD.

SHIELD collection is a compelling innovation in the area of personal health & hygiene, offering a wide range of denim fabrics that aim to fight viruses & bacteria. This innovative denim range also features fabric powered by HeiQ Viroblock technology which has been tested effective against a dozen viruses and bacteria, including SARS-CoV-2, H1N1, H5N1, H7N9, H3N2, and sendai virus, all with an effectiveness above 99.99%.

Studies suggest that viruses and bacteria can remain infective on textile surfaces for days. Human Coronavirus (SARS-CoV) persist for up to 2 days on surgical gowns at room temperature. In this context, antiviral treatments for textiles can significantly reduce the risk of transmission and contamination thus ensuring hygiene and safety. HeiQ Viroblock is a unique combination of advanced silver and vesicle components which is imparted technically on the fabric surface. These active components in the HeiQ Viroblock kill bacteria and destroy common harmful enveloped viruses within a short time span of 2 minutes of exposure (according to modified AATCC100 test conducted on Sendai virus). HeiQ Viroblock is designed to last on the fabric even after repeated domestic washes.

HeiQ Viroblock is certified as safe and sustainable with all its ingredients designated as cosmetic grade, bio-based and recycled. Beta Analytics Testing Laboratory has certified that HeiQ Viroblock contains 72% bio-based carbon. It is EU REACH and US FIFRA compliant, OEKOTEX® certified, ZDHC and bluesign® homologized. Denims treated with HeiQ Viroblock are complaint with EU BPR and US EPA. The HeiQ Viroblock ingredient is marketed under brand name HeiQ V-Block in the USA.

"We are very grateful to see how the entire textile industry is working hard to adapt the world's best antiviral textile technology into not only face masks and PPEs, but also daily clothing like denim. Consumers want to feel protected and to have to worry about touching the clothes on their own body is the last thing anyone wants! I am sure the SHIELD collection, powered by HeiQ Viroblock will contribute to resuming our normal lives earlier and with much higher confidence," stated Mr. Carlo Centonze, co-founder and CEO of HeiQ Group.

Raymond UCO, a formidable player in the global denim industry, is reckoned as one of the most versatile, flexible and fully vertical denim fabric manufacturers. Commenting on this latest innovation, Mr. Arvind Mathur, CEO- Raymond UCO Denim said; ***"SHIELD is a versatile range of "fashion with function" denim fabrics that aims to offer end-consumers best-in-class antimicrobial and anti-viral denims. In these unprecedented times of worldwide pandemic, apparel for everyday use that protect users from viruses & bacteria have become vital. It is in this context, we have developed environment-friendly, anti-viral denim fabrics with our innovation partner HeiQ that will enable us to not only excite fashion lovers but also assure the end consumers with ultimate clothing solutions for health and hygiene."***

About Raymond UCO:

Raymond UCO Denim Private Limited is a leading manufacturer of premium denim with focus on innovation and quality. The fabric offerings include premium 100% cotton denim, stretch denim, denim with exotic blends, denim with special finishes and performance denim. Raymond UCO has an annual global manufacturing capacity of upto 43 million meters of denim fabric. The fabric plant in India is spread over 169 acres and is strategically located in the heart of Central India's cotton belt – Yavatmal in Maharashtra (INDIA).
Since 1996, the company is committed to delivering best-in-class quality, service, innovation and sustainable value additions in denim. www.raymond.in

About HeiQ:

Founded in 2005 as a spin-off from the Swiss Federal Institute of Technology Zurich (ETH), HeiQ is a leader in textile innovation creating some of the most effective, durable and high-performance textile technologies on the market today. HeiQ's purpose is to improve the lives of billions of people by perfecting an everyday product: Textiles. Combining three areas of expertise – scientific research, specialty materials manufacturing and consumer ingredient branding – HeiQ is the ideal innovation partner to create differentiating and sustainable textile products and capture the added value at the point of sale. With a total capacity of 35'000 tons per year HeiQ manufactures in the USA, Switzerland and Australia supplying its specialty chemical products in over 60 countries worldwide.
HeiQ, Viroblock and HeiQ Viroblock are trademark(s) or registered trademark(s) of HeiQ Materials AG.