



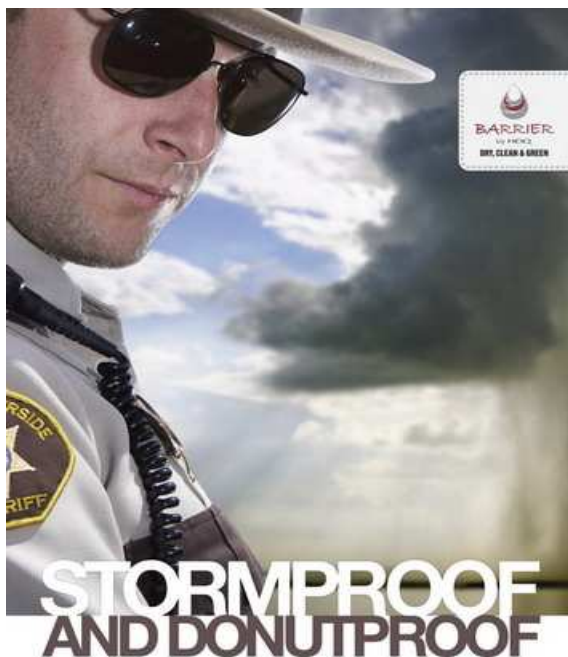
FOR IMMEDIATE RELEASE:

Introducing Barrier by HeiQ, keeping you Dry, Clean and Green!

PRESS RELEASE 2009-06-15

Bad Zurzach, Switzerland, June 15 2009

HeiQ Materials, the leader and inventor of silver composite additives and high performance sustainable textile finishes, has launched “**Barrier by HeiQ**” a revolutionary effect for textile surfaces.



Barrier by HeiQ is a novel particle-based water and oil repellency system, providing extraordinary protection against the elements and stains for all types of fabrics. Barrier by HeiQ is distinctly more effective than the common stain and weather resistant textile finish available on the market. The superior performance is possible thanks to the unique 3D structure of the textile surface built-up by specialized microsized particles that are firmly embedded in the textile finish applied to the textile.

The special 3D surface structure which Barrier by HeiQ creates on the textile minimizes the contact area between water or oil and the textile, thereby effectively preventing water, oil and stains from adhering to the surface. The Barrier by HeiQ technology is not only highly durable, the high performance of the technology can also cut the use of fluorine based repellency chemicals by up to 60 %, making Barrier by HeiQ an environmentally responsible performance choice.

“**Barrier by HeiQ** offers a completely new dimension to functional finishing with conventional fluorocarbons and other particle-based repellent systems available on the market today” says Kristofer Skantze, Head of Marketing and Sales at HeiQ. “It is the most advanced technology available to textiles to provide unparalleled repellency and self-cleaning characteristics coupled with true sustainable credentials”.

The **Barrier by HeiQ** system of products offers the following advantages:

- Superior water repellency
- Superior oil repellency
- Unrivalled wash durability
- Simple 1-step padding (foulard) application (process savings)
- Consistent and robust performance
- Suitable for all fabric types
- High performance with minimal fluorine (environmental sustainability)
- Directly compatible with other HeiQ effects (e.g. Pure by HeiQ antimicrobial textile effects)
- Cost effective

Visit www.heiq.com and www.heiqmaterials.com for more information on the technology or contact:

HeiQ Materials AG

Kristofer Skantze
Head of Sales and Marketing
Zürcherstrasse 42
CH-5330 Bad Zurzach, Switzerland
Tel: +41(0)56 250 68 56
Fax: +41 (0)56 250 68 51
info@heiq.com
www.heiqmaterials.com
www.heiq.com

About HeiQ: HeiQ Materials AG is a Swiss company manufacturing high performance additives and state-of-the art, sustainable textile effects for the most demanding functionalities. The company's goal is to mimic nature's effects and transfer these to textile fabrics, 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. Being a young and innovative company, HeiQ has already received several awards for its state-of-the-art technologies.

End

Barrier by HeiQ imagery:

- [Barrier by HeiQ Workwear Poster.jpg 232kB]
- [Barrier by HeiQ Scanning Electron Microscope.jpg 265kB]