



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 Pure by HeiQ 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 masterbatch

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 masterbatches (HeiQ AGS-20 MB) bring innovation into synthetic fibers and provide unprecedented antimicrobial performance and durability – even after hundreds of washes. To the end-user this means improved comfort, freshness and hygiene.

HeiQ masterbatches enable fibers with robust antimicrobial performance that are less sensitive to dyeing processes and exhibit no discoloration.

Key Benefits

- Superior antimicrobial performance.
- Market leading durability, up to 300 washes.
- Environmentally responsible through minimal amount of silver.
- Cost effective.
- Effortless spinning of POY, FOY and non-wovens.
- Applicable in even the finest denier fibers.
- No impact on mechanical properties of fibers or final handle.
- No discoloration over time.
- Environmentally responsible through minimal amount of silver.
- Less dyeing sensitive than competing products.





Pure by HeiQ is built on unique patent pending silver particles giving unprecedented durability and effectiveness to textiles using only a minimum amount of silver. 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 MB masterbatch is incorporated directly into the synthetic fiber spinning process to provide best-in-class durability and protection from odor and bacteria.

The HeiQ AGS-20 MB can be used for almost any synthetic fiber type for any application:

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

Optimized for synthetic fibers

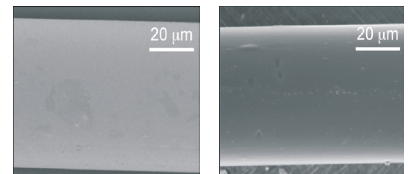
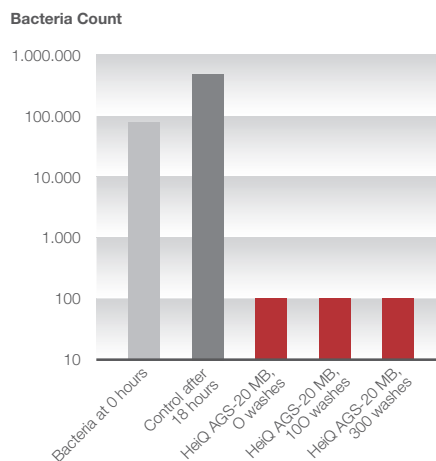
HeiQ AGS-20 MB is available for PA, PET, PP and PE fiber integration. The product works for woven monofilaments and multifilament yarns down to the finest deniers as well as for staple fibers and non-wovens.

Superior performance

Performance example using HeiQ AGS-20 MB in PET fibers

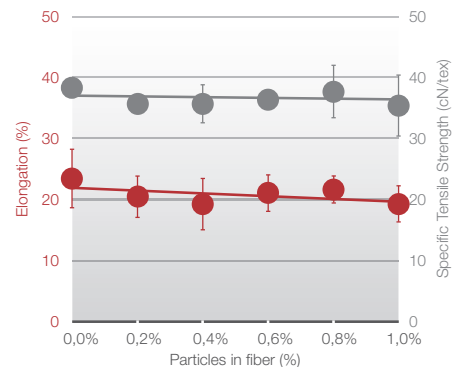
PET fiber with HeiQ AGS-20 MB	Bacteria reduction*
Antimicrobial performance 0 washes	>99%
Antimicrobial performance 100 washes	>99%
Antimicrobial performance 300 washes	>99%

* Percent reduction in bacteria count after 18 hours incubation at 37° C. Bacteria testing following the JIS L 1902 method using the gram-negative bacteria *Klebsiella pneumoniae*.



Scanning electron micrograph (SEM) of a PET fiber without silver additive.

SEM image of a PET fiber with HeiQ AGS-20 particles inside (0.4%). All particles much smaller than the fiber dimension.



PET fiber mechanical properties: percent elongation and specific tensile strength as a function of particle loading for a draw ratio of 5. No impact on mechanical properties.