

## PURISTA TEXTILE TREATMENT: STAYS FRESH, WASH LESS

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### PURISTA'S NEW TAG LINE FOR NEW MARKETS

Purista®, the performance finish manufactured by Arch Chemicals, has launched a new tag line, 'Stays Fresh, Wash Less.' Designed to reflect Purista's movement into new application areas where reduced laundering is of benefit, the tag line is now available for brands to feature on all treated consumer products. 'Stays Fresh, Wash Less' will work alongside the existing tag line of 'Fresher for Longer.'

Socks and suit linings treated with Purista freshness finish have been available at high street retailers such as Next, Bhs, Burton and Primark for over six years. Arch Chemicals and their global partner, BASF are now working together to enter new clothing markets such as shirts, fashion tops and jeans, as well as the home textile sector, including bed linen, towels and curtains. This relationship will offer brands a range of new finishing combinations for their consumer products.

The 'Stays Fresh, Wash Less' tag line was adopted after research[1] identified that consumers recognised the benefits of washing delicate and fashion items less frequently. Consumers felt that laundering such items less often would maintain the quality of the fabric and therefore the overall wearability of the garment, in addition to reducing their eco-footprint. The research found that the benefits of this reduced laundering also extended to household textiles.

Manufacturers and retailers have the choice to use either tag line on their treated products. 'Fresher for Longer' is considered most suitable where the main benefit is comfort whilst the garment is being worn, for example socks and underwear. 'Stays Fresh, Wash Less' suits larger apparel and home textile items where the option to reduce the frequency of wash is the perceived additional benefit to the consumer.

Peter Cowey, Textiles Business Director at Arch Chemicals, comments: "Purista-treated garments stay fresher for longer by combating odour-causing bacteria. With busy lifestyles, consumers increasingly move from work to leisure in the same clothes. Purista offers the wearer an additional level of reassurance and confidence."

Purista also allows consumers the personal choice to reduce how often they wash or dry-clean an item. This not only saves consumers time and money but can help conserve the environment as less water and energy is used.[2]

Peter Cowey concludes: "As we enter new markets and application areas with additional benefits, we have to test the Purista brand message and offering. The research confirms that the two tag lines work together and that consumers understand the rationale behind 'Stays Fresh, Wash Less.' We are working with retailers and manufacturers to implement the new tag line into product categories such as towels, bed linen and larger apparel items and welcome all enquiries."

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