

Frequently Asked Questions for Textiles

1. What is the Purista™ treatment, and who makes it?

The Purista™ treatment is an antimicrobial treatment developed by Arch Chemicals, Inc., one of the world's leading additive suppliers and is most effective against a broad range of bacteria. In some applications, it has also been shown to inhibit growth of yeasts and fungi as well.

2. How does the Purista™ treatment differ from other antimicrobials?

Arch has adopted a completely new approach to marketing antimicrobials. With the Purista™ treatment, we have developed a brand positioning which brings the highly desirable attributes of purity, cleanliness and freshness to your product - increasing its consumer appeal.

3. In which products can it be used?

The Purista™ brand can be used on any appropriate consumer product.

Reputex™ 20 antimicrobial can be applied to cellulosic fibers and fabrics (cotton, linen and viscose) or blends containing at least 35% cellulosic fiber. For fabrics with lower cellulosic content to 100% synthetic, the Reputex™ 20 or Reputex™ 48 antimicrobials can be applied with a suitable binder. Garments (including socks, shirts and underwear) and home textiles (including bed linen, towels and wiping cloths) can be treated.

4. What benefits does the Purista™ treatment bring to fabrics?

By controlling the growth of odor causing bacteria arising in everyday use, the Purista™ treatment helps keep fabrics fresher for longer.

5. What is Arch's strategy for the Purista™ treatment?

Arch's strategy for the Purista™ treatment is to move the brand into everyday consumer products where antimicrobial branded treatments are strongest.

Textiles such as socks, underwear, sportswear and dishcloths have dominated the antimicrobial market place over the last few years, but the larger market opportunity is in clothing, home textiles plastics and foams.

6. What activities is Arch undertaking to promote awareness of the Purista™ treatment?

Point of purchase is the key place where consumers consider product features and benefits. As a result, we offer several finished concepts to communicate the Purista™ treatment in the retail environment, including the use of hang tags and our logo-type on consumer products. It is important to use the powerful, co-branding attributes of the Purista™ treatment to maximize the message of the treated product.

7. What is the active ingredient? Is it Triclosan-based?

The Purista™ treatment is not Triclosan-based. When the treatment is used in textiles, the active ingredient is polyhexamethylene biguanide (PHMB) or Zinc Pyrithione (ZPT); active substances widely used in consumer products such as swimming pool sanitizers, contact lens solutions, wet wipes and antidandruff shampoos. PHMB and ZPT have completely different modes of action in comparison to Triclosan.

8. How does the Purista™ treatment work?

The Purista™ treatment works by controlling the number of bacteria which grow on products in everyday use. Normally these bacteria would generate unpleasant odor molecules, but by controlling their growth, the Purista™ treatment prevents the formation of these odors.

Frequently Asked Questions for Textiles cont.

9. What is the normal application level, and at what stage of manufacture is it applied?

The Purista™ treatment is applied during textile finishing processes. The usage level in textiles depends on the fiber, the type of end-use product and the level of performance required (see product application information).

Arch's technical support staff and trained distributor personnel offer advice on applying the antimicrobial, according to your existing processes and requirements and to ensure responsible use.

10. How is it applied?

The most common methods of applying the Purista™ treatment to textiles are "padding" and "exhaust". In padding, the fabric is taken from the roll, put through a Purista™ treatment bath and then squeezed between two rollers. Products not in roll form, such as knitted goods or finished garments, can be treated by exhaust. The solution is then applied in a machine, similar to a washing machine.

11. Does the Purista™ treatment affect the original properties of the fabric?

No, the Purista™ treatment will not change other properties such as color, performance or smell.

12. Does it wash out?

Under the normal washing conditions specified on fabric care labels, the Purista™ treatment is designed to remain effective over the practical lifetime of the product.

13. Is the Purista™ treatment compatible with dyes, softeners, OBAs, etc.?

In the majority of cases, the Purista™ treatment is perfectly compatible with other treatments. Arch can assist with product testing, which will evaluate the compatibility between the Purista™ treatment and your specific product.

14. Does the Purista™ treatment irritate the skin?

When used at the correct levels, the Purista™ treatment is unlikely to irritate skin.

15. Can I use fabric softeners and bleaches on Purista™ treated fabrics?

Yes, it is safe to use fabric softeners and color-safe bleaches on Purista™ treated fabrics. Chlorine-based bleaches are not recommended.

16. Must I follow specific safety procedures when handling the product?

Yes, antimicrobials used in the Purista™ treatment, like any other chemical, should be handled with care and attention. Safe handling guidelines are supplied by Arch Chemicals, Inc. or its distributors.

17. Where can I get further information?

Thank you for your interest in the Purista™ treatment. Contact us to learn more about how we can become a part of your solution:

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