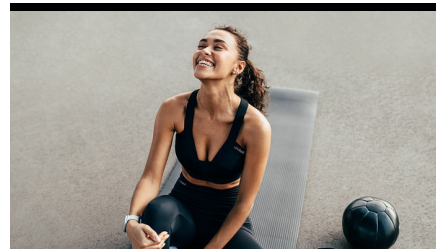
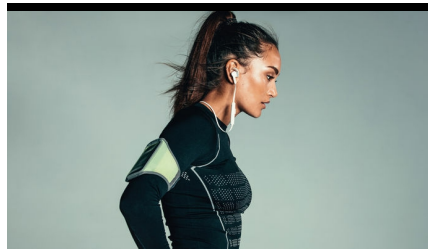
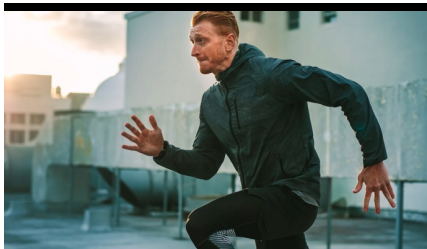


# ANTI-VIRAL FABRIC FOR THE INTER-COVID ERA

By Abi Buller

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**Intelligent Fabric Technologies North America (IFTNA) creates anti-viral textile solutions. Giancarlo Beevis, CEO, discusses the future of hygiene-first fabrics.**



## Key Takeaways

- : Anti-viral and anti-bacterial technologies are prompting innovation in the textile sector, with protective garments moving beyond traditional uses
- : Looking ahead, anti-viral textile coating could be applied to public spaces
- : The company is also working towards home solutions to help empower consumers to take protective wear into their own hands

**What is the goal of Intelligent Fabric Technologies North America (IFTNA), and what sectors do you work in?**

We provide performance additives to be applied to textiles, everything from anti-virals and anti-bacterials to durable water repellents and UV protection. We've built a portfolio with about 15 different technologies, but our mission statement from the beginning was always to create clothing that cares. So there is a social aspect to a lot of what we do. We first started with the anti-bacterial product and we thought to ourselves, 'Well, if we can save one person from getting an infection, and getting complications, or dying, we've done our job.'

**One of your main anti-viral products, PROTX2 AV, has been proven to kill viruses. Can you explain why you developed it?**

We developed the technology in around 2011 after being given an opportunity to work with the cruise line industry during the time of the Norovirus. We found out that the vector of transmission was reusable napkins, and that was the biggest transmitting point on the ships. So, we told them, 'Well, using AV you have an active barrier that's going to be there in between washes.' We proved that it killed Norovirus and it solved all the problems. We were able to give it to them as an impregnated textile, or as a laundry additive, to just wash what they already had on board.

*'US medical professionals are saying that their personal protective equipment is just not working'*

### How did you discover that the technology works against Covid-19?

What we wanted to do is deal with the pandemic and help people who are in it right now. So we vowed not to stop until we found someone who could test Covid-19. We did, and found it killed it in 10 minutes and kept killing it for one, six and 24 hours. Moving forward, we're trying to get the textile coating to market in as many places as possible and trying to get it to help people to all over the world. Especially in the US, medical professionals are saying that the personal protective equipment they have now is just not working, so we're trying to do our part.



Frontline is a healthcare brand by IFTNA, specialising in PROTX2 AV treated PPE



IFTNA, Canada

### Textiles are used everywhere – from fashion, to hotel interiors, public transport and in our homes. What are the future use cases of PROTX2 AV for businesses as we move through the inter-Covid period?

It can be applied to any kind of textile. Just a few years ago it was difficult to get anyone to pay attention to anti-viral fabrics, even in a healthcare setting. Now we're talking about making anti-viral yoga pants. It's been a complete 360 and it's going to have its place going forward. Because whether we get a vaccine or not, the Covid-19 period has really opened our eyes, as global citizens, on how we have to be a little bit more responsible as to what we do with ourselves.

*'Just a few years ago it was difficult to get anyone to pay attention to anti-viral fabrics, even in a healthcare setting.'*

### Can you speculate on how the idea of protective clothing, in particular, might be developed as a result of Covid-19?

We've been working with a lot of athleisure companies, because that seems to be the biggest trend here. Many of the other brands we work with are already planning lines for next year, for spring '21. We're also working on a laundry additive for home use that people can add the same way as fabric softener. And for a onetime use, you'll be able to impart the anti-viral and anti-bacterial properties to your garments.

### Lab notes

: Protective textiles have been slow to hit the mainstream market, with intelligent technologies usually reserved for innovations in Protective Performance Apparel.

: IFTNA is working towards introducing its textile solution into public spaces to help curb the spread of Covid-19 and offer consumers peace of mind when returning to leisure environments. For more on design solutions amid the pandemic, explore Positive Barriers.

### Further Reading