



iFabric 
CORPORATION

INVESTOR PRESENTATION SEPTEMBER 2020

WE ARE DEDICATED TO SOCIALLY
RESPONSIBLE TECHNOLOGIES THAT
IMPROVE THE WEARER'S EXPERIENCE

TSX: IFA; OTC: IFABF

DISCLAIMER

Information provided on the website of iFabric Corporation (the “Company”) including the reports posted thereto contains forward-looking statements that reflect management’s current expectations relating to matters such as future financial performance and operating results of the Company.

Forward-looking statements are provided for the purpose of providing information about management’s current expectations and plans, and allow investors and others to better understand the Company’s anticipated financial position, results of operations and operating environment. Readers are cautioned that such information may not be appropriate for other purposes.

Certain statements may constitute forward-looking statements, including but not limited to, statements regarding the expected benefits and results of the Company’s initiatives and other statements concerning management’s current expectations relating to possible or assumed future prospects and results, the Company’s strategic goals and priorities, its actions and the results of those actions and the economic and business outlook for the Company. Often, but not always, forward-looking statements can be identified by the use of forward-looking terminology such as “may”, “will”, “expect”, “intend”, “believe”, “estimate”, “plan”, “can”, “could”, “should”, “would”, “outlook”, “forecast”, “anticipate”, “aspire”, “foresee”, “continue”, “ongoing” or the negative of these terms or variations of them or similar terminology. Forward-looking statements are based on the reasonable assumptions, estimates, analyses, beliefs and opinions of management, made in light of its experience and perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable at the date that such statements are made.

By their very nature, forward-looking statements require management to make assumptions and are subject to inherent risks and uncertainties, which give rise to the possibility that the Company’s assumptions, estimates, analyses, beliefs and opinions may not be correct and that the Company’s expectations and plans will not be achieved. Although the Company believes that the forward-looking information in the statements are based on information, assumptions and beliefs that are current, reasonable and complete, such information is necessarily subject to a number of factors that could cause actual results to differ materially from management’s expectations and plans as set forth in such forward-looking statements. Some of the factors, many of which are beyond the Company’s control and the effects of which can be difficult to predict, include but are not limited to, changes in economic and market conditions and other risks and uncertainties discussed in the Company’s materials filed with the Canadian securities regulatory authorities from time to time as well as the Company’s other public filings, available on the SEDAR (System for Electronic Document Analysis and Retrieval) website at www.sedar.com. Management cautions that the foregoing list of important factors and assumptions are not exhaustive and other factors could also adversely affect the Company’s initiatives.

Investors and other readers are urged to consider the foregoing risks, uncertainties, factors and assumptions carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements and information contained in the Reporting are based on certain factors and assumptions as of the date hereof. The Company does not undertake to update any forward-looking statements, whether written or oral, that may be made from time to time by it or on its behalf, to reflect new information, future events or otherwise, except as is required by applicable securities laws.

COMPANY HIGHLIGHTS

INTELLIGENT FABRICS THAT ADDRESS UNMET CONSUMER AND MEDICAL NEEDS

- ▶ Patented antimicrobial technologies for performance apparel
- ▶ **Antiviral treatment solution has been 3rd party tested against COVID-19 and several other viruses and bacteria**
- ▶ Sustainable water repellent, moisture wicking and UV protection technologies

ADVANCED CLAIM US EPA APPROVAL WILL BE MAJOR CATALYST

- ▶ Pending additional US EPA claim registration for our anti-viral technology would create a step change in demand with current customers and new clients

GLOBAL PANDEMIC - NEW CONSUMER TRENDS CREATE MASSIVE UPSIDE POTENTIAL

- ▶ \$9M annualized revenue run rate does not reflect pipeline for intelligent fabric technologies

MAJOR BRAND PARTNERS

- ▶ Under Armour, Careismatic Brands, Lululemon, Walmart, Target, and The North Face are among our current top brand partners

MANAGEMENT ALIGNED

- ▶ Management ownership is 75%+ of the Company

MANAGEMENT



HYLTON KARON
President & CEO

Graduated from Philadelphia University with a BSC degree in textile marketing and management, and now has over 35 years of experience in product development and marketing. Hylton's creative ability has resulted in the development of many successful and patented products which are sold both in North America and internationally.



GIANCARLO BEEVIS
President & CEO | IFTNA

A graduate with an Honours B.A. from York University, Giancarlo has been involved with the company for 15 years, contributing expert knowledge and is instrumental in the brand development of Intelligent Fabric Technologies North America. Giancarlo oversees the strategic direction of IFTNA and the development of products, brands and technologies.



HILTON PRICE
Group Chief Financial Officer

A Chartered Professional Accountant with over 40 years of experience covering a variety of industries and business. Hilton has been involved in most elements of the group's strategic planning and is responsible for financial oversight since the groups inception.



JASON GARAY
Chief Science Officer | IFTNA

Mr. Garay is the VP of Analytics and Informatics at Cancer Care Ontario (CCO). Jason was previously the Director, Communicable Disease Prevention and Control at Public Health Ontario. He is an Adjunct Professor at the University of Toronto and holds an MHSc in Community Health and Epidemiology, a BASc in Occupational and Public Health, and a BSc (Honours) in Statistics and Psychology.

BOARD OF DIRECTORS

Dr. Mark Cochran

PhD
Chairman

Dr. Cochran is Executive Director of Johns Hopkins Medicine. His experience spans all levels of the drug discovery and development value chain, including operational and executive roles in the healthcare, venture capital, pharmaceutical, and biotech industries.

Mark Greenspan

CA, CBV
Director

Mr. Greenspan was CFO of The Medipattern Corporation from September 2002 until February 2010. Prior to that, he spent 18 years at Scotiabank in various executive capacities. Prior to joining Scotiabank, he spent 8 years at KPMG where he specialized in mergers and acquisitions.

Cameron Groome

Director

Cameron has served on the Microbix Board of Directors and Advisory Committee since 2012, and was appointed CEO in 2017. He has more than 25 years of experience in senior life sciences and finance roles and has been an executive, director, and advisor for public and private companies.

Hylton Karon

Director

Mr. Karon is the President and CEO of iFabric Corp.

Hilton Price

Director

Mr. Price is the CFO of iFabric Corp.

Giancarlo Beevis

Director

Mr. Beevis is the President and CEO of IFTNA, a division of iFabric Corp.

CAPITAL STRUCTURE

TSX LISTED, SYMBOL: IFA OTC: IFABF

iFabric Corp.

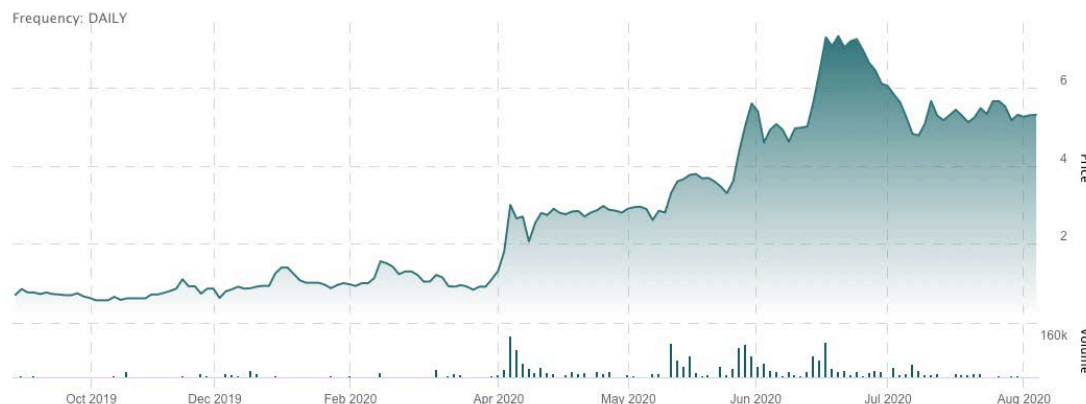
TSX Exchange | Aug 5, 2020, 8:41 AM EDT | Real-time price

IFA \$ 5.30 **RT**

↑ CHANGE
0.04 (0.7605%)

VOLUME
2,300

[Click Here for Real-Time Stock Price](#)



Current Price	\$5.30	Market Capitalization	\$139.9M
Shares Outstanding (Basic)	26.4M	Avg. Daily Volume (last 12 months)	9,072
(Fully Diluted)	28.2M	Available Cash and Line of Credit	\$6.0M
52 Week High	\$7.87	Long Term Debt	\$1.3M
52 Week Low	\$0.52	Management Ownership	>75%

TWO DIVISIONS

Socially responsible fabric technologies as well as intimates and wardrobe solutions.



INTELLIGENT FABRIC TECHNOLOGIES (NORTH AMERICA) INC. (IFTNA)

- ▶ **Revenue Stream #1** Developed a range of performance additives for textiles. Including antimicrobial and antiviral textiles as well as solutions for medical, athletic, military, consumer & corporate apparel, bedding, linens and other categories.
- ▶ Lab testing confirms our new PROTX2®AV solution is efficacious against COVID-19, Coronavirus, MRSA, Staph, C-Diff, VRE, E. Coli, Norovirus, H1N1, and Influenza A & B.
- ▶ **Revenue Stream #2** Manufacturing private label performance apparel utilizing key technologies to meet consumer demand for performance textiles.
- ▶ **Revenue Stream #3** Launching own brand of performance and travel apparel as well as own brand of personal protective equipment in the near term.



COCONUT GROVE INTIMATES

- ▶ Coconut Coconut Grove Intimates is where high-style and comfort meets design and functionality. Over the last 35 years, our team of designers have been developing and supplying the fashion industry with unique and superior intimate and sleepwear apparel collections that reach global markets. Since our inception, we have developed many utility and design patents setting our offering apart from the rest.
- ▶ **Revenue Stream #1** Private label in house brand sold online and in brick and mortar stores.
- ▶ **Revenue Stream #2** Supply brands and distribute products for some of the most well known intimates brands globally.

IFTNA TECHNOLOGY PORTFOLIO

IFTNA has developed a number of products that are partnered with household brands:

- ▶ **PROTX2[®] AV** Antiviral, antibacterial & anti-odour
- ▶ **PROTX2[®]** Antibacterial, antimicrobial & anti-odour
- ▶ **REPEL^{TX} ECO PLUS** Fluorine free water repellent
- ▶ **OMEGA⁺** Accelerated joint & muscle recovery
- ▶ **TEMP⁺x** Thermo and cooling regulator
- ▶ **ECO^{TX}** Metal-free antimicrobial
- ▶ **DREAMSKIN** Encourages healthy & hydrated skin
- ▶ **APOLLO** Body odour neutralizer
- ▶ **DRIFORCE** Evaporation enhancement
- ▶ **ENGUARD** Insect repellent
- ▶ **DRY^{TX}** Moisture wicking technology
- ▶ **UV^{TX}** Superior UV protection
- ▶ **imPRINT** Wicks away moisture using fabric gateways exposing logos and patterns



IFTNA BRAND PARTNERS

Walmart  amazon  KOHL'S  macy's 

Hanes  NORDSTROM   TARGET  SPORT CHEK  SAXX  adidas

 new balance  UNDER ARMOUR  LOLë  lululemon  PUMA  THE NORTH FACE

 sunice.



STRATEGIC PARTNERS



Careismatic
BRANDS

CALVIN KLEIN



EXPRESS

VANS



JANSPORT

PVH



FDA



ECHA
EUROPEAN CHEMICALS AGENCY



SMETA | Sedex
SMETA the Sedex Members Ethical Trade Audit



Ø ZDHC
Zero Discharge of
Hazardous Chemicals

THE PROBLEM

A GLOBAL PANDEMIC

- ▶ Amid the COVID-19 crisis, the global market for **Antimicrobial Textiles** estimated at **US\$8.5 Billion** in the year 2020, is projected to reach a revised size of **US\$11.5 Billion** by 2027
- ▶ The U. S. Accounts for Over **29.4%** of Global Market Size in 2020, While China is Forecast to Grow at a **4.2% CAGR** for the Period of 2020-2027

HEALTHCARE ASSOCIATED INFECTIONS (HAI'S)

- ▶ Now one of the top 6 leading causes of deaths in the developed world (CDC, NIH)
- ▶ Textiles are a major source of HAI-causing pathogens and yet there is no effective way to keep them free of these pathogens during use
- ▶ **60% of standard medical uniforms are contaminated with up to 4 potentially infectious bacteria**
- ▶ **92% of hospital privacy curtains are contaminated** with multiple infectious bacteria
- ▶ **100,000 deaths** from hospital HAI's last year

CONSUMER DESIRE

- ▶ The consumer desire for eco-friendly sustainable controlled odour solutions that allow for more wear and less washing



Bacteria can easily survive the average drying cycle of 28 minutes and can live on fabric for up to 2-3 weeks

PROTX2®

THE BREAKTHROUGH

PROTX2® is a breakthrough in antibacterial, antimicrobial and anti-odour protection. When treated, each fiber is fundamentally transformed through PROTX2®'s technology providing proprietary unrivalled protection.

PROTX2® in different dosages can be used in two distinct ways:

1 HEALTHCARE, HOSPITALITY & FOOD SERVICE

as an **antimicrobial, antibacterial, and antiviral** agent

2 ATHLEISURE & SPORTSWEAR

as an **anti-odour** agent





METAL-FREE ANTIVIRAL, ANTIBACTERIAL & ANTI-ODOUR AGENT

- ▶ PROTX2®AV is the world's first antiviral textile technology proven to kill greater than 99.9% of SARS-COV-2 (COVID-19) in 10 minutes.
- ▶ An effective, medical-grade solution for reducing the spread of nosocomial infections on soft and hard surfaces.

PROTX2®AV is the world's first antiviral, antibacterial and anti-odour technology to be registered for kill claims with the US EPA.

- ▶ It is 3rd party certified by independent laboratories to be an incredibly effective broad spectrum antiviral, antibacterial and anti-odour technology.
- ▶ Our recent lab testing has shown PROTX2®AV's efficacy against COVID-19 and Coronaviruses. It has also been tested against MRSA, Staph, C-Diff, VRE, E. Coli, Norovirus, H1N1, and Influenza A & B.
- ▶ 2 Clinical trials pending start in California: 400 nurses wearing PROTX2®AV treated scrubs, swabbed before and after shifts.
- ▶ The PROTX2®AV solution is already in use by one of the largest Scrub Manufacturers in the United States.



PRIVATE BRAND LAUNCHES



Underit® is IFTNA's privately owned brand, that specializes in developing forward thinking technology infused performance and travel apparel, with PROTX2® as the host of all our other technologies.

We have designed, developed and patented an extensive range of mens, womens, and kids products listed below:

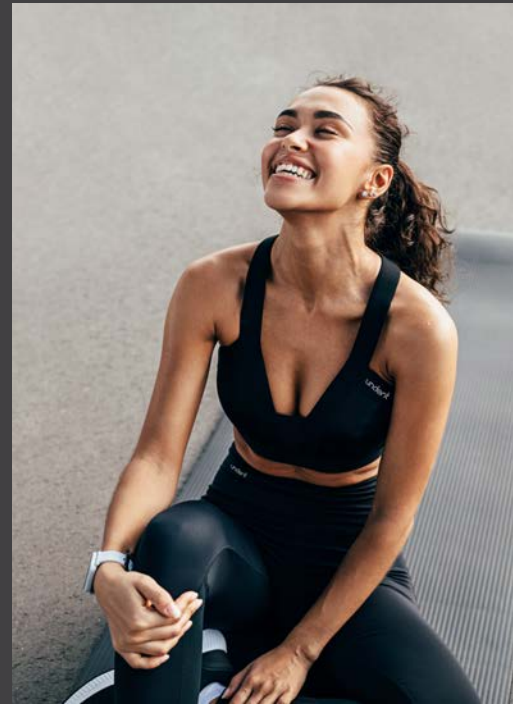
Underwear | Sports Bras | Base Layer | Tights/ Leggings | Shirts & Tops | Compression | Athleisure

For launch year we have an expected revenue of \$5M with a 20-25% margin. Year 2 is an expected \$10M in revenues with 40-55% margin.



Frontline® is IFTNA's healthcare driven privately owned brand, specializing in PROTX2® AV treated personal protective equipment including:

Masks | Gloves | Gowns | Other Necessary PPE



MARKET OPPORTUNITIES

INTELLIGENT FABRIC TECHNOLOGIES



OPPORTUNITY

ADDRESSABLE MARKET

APPLICATIONS

PERFORMANCE APPAREL

1. Supply of performance chemicals into global brand supply chain
2. Design manufacturing supply of finished product performance apparel under private label
3. Design manufacturing supply of finished product performance apparel under license
4. Launch of own brand and travel apparel (Underit)

TOTAL MARKET SIZE: \$106+ Billion¹

1. \$2 Billion (**Margin** 35%)
2. \$4 Billion (**Margin** 40-50%)
3. \$200 Million (**Margin** 40%)
4. \$1 Billion (**Margin** 50+%)

- *Underwear
- *Base Layer
- *Golf Shirts
- *T-Shirts
- *Masks
- *Sports Bras
- *Shorts
- *Pants
- *Gloves

MEDICAL APPAREL

1. Supply of performance chemicals into medical market leader supply chains
2. Design manufacturing supply of owned brand personal protective equipment and medical devices

TOTAL MARKET SIZE: \$10+ Billion²

1. \$4 Billion (**Margin** 45%)
2. \$4 Billion (**Margin** 45%)

- *Scrubs
- *Surgical Gowns
- *Patient Gowns
- *Surgical Gloves
- *Masks

MEDICAL AND HOME TEXTILES

1. Supply of performance chemicals into market leader supply chains
2. Design manufacturing supply of finished home textile products

TOTAL MARKET SIZE: \$10+ Billion³

1. \$500 Million (**Margin** 45%)
2. \$500 Million (**Margin** 45%)

- *Bedding
- *Privacy Curtains
- *Upholstery
- *Carpeting
- *Air Filtration

¹The worldwide market for performance apparel is expected to grow at a CAGR of roughly 9.5% over the next five years and will reach \$10,600 million US\$ in 2024 from \$6,140 million US\$ in 2019, according to the latest GIR (Global Info Research) study.

²Scrubs are a \$10 billion industry in the United States and \$60 billion worldwide. Thousands of medical professionals enter the workforce every year.

³According to a new report by Zion Market Research, the global medical textile business is shifting towards smart healthcare textile products in clinics, hospitals, homes, hotels etc...with the value of the global healthcare fabrics market amounting to USD \$10.1 billion in 2018 and is expected to generate around USD \$15.7 billion by 2025 at a CAGR of around 6.5%.

COCONUT GROVE INTIMATES



Over the last 30 years, we have continued to stay on top of market trends to design, develop and supply the fashion industry with unique solution bras and bra accessories for every possible occasion. CGI is part of a niche market with aging competition and room for exponential growth.



25+ YEARS OF PROFITABILITY

Over 25 years of profitable operations with gross margins over 50%.



PRIVATE LABEL

Distribution across Canada, USA and the UK with over 1,000 different product offerings.



PATENTS

Innovative registered patents as well as new patent pending products.



BRANDS



PRIVATE LABEL

FLAGSHIP RETAILERS

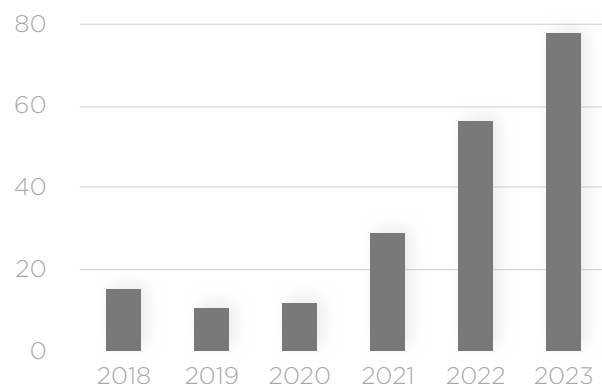


KOHL'S

FINANCIALS AND PROJECTIONS

IFABRIC GROUP

MILLIONS



2018: \$15.1 M

2019: \$10.4 M

2020: \$12 M

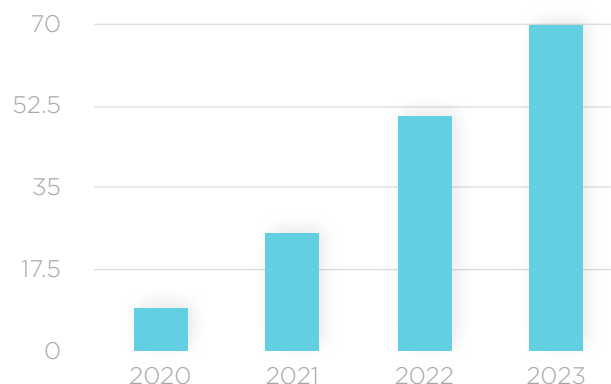
2021: \$29 M

2022: \$56 M

2023: \$78 M

IF TECHNOLOGIES NA

MILLIONS



2020: \$9 M

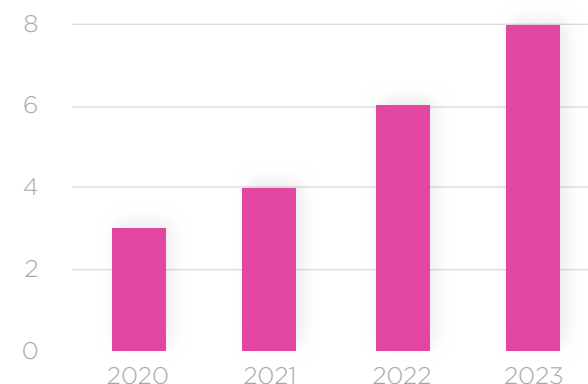
2021: \$25 M

2022: \$50 M

2023: \$70 M

COCONUT GROVE INTIMATES

MILLIONS



2020: \$3M

2021: \$4 M

2022: \$6 M

2023: \$8 M

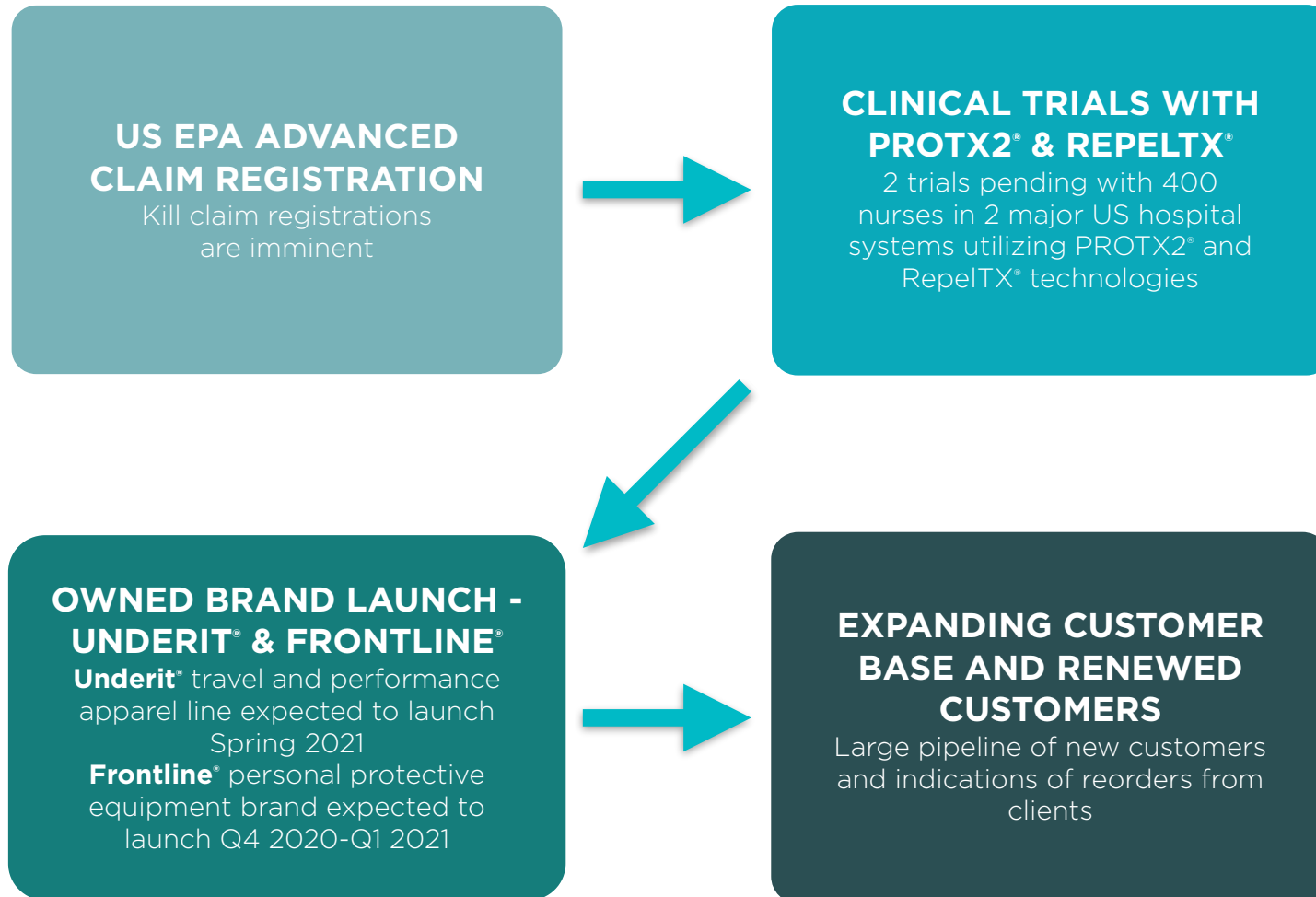
HISTORIC EARNINGS

IFABRIC GROUP

	2018	2019
Revenue	15,121,370	10,435,348
Adjusted EBITDA*	1,783,260	-1,339,227
Net Earnings (Loss per share)		
Basic	0.035	-0.05
Diluted	0.034	-0.05

*Adjusted EBITDA represents earnings before interest, taxes, depreciation, amortization and share based compensation.
Reduction in revenues from 2019 to 2018 is attributable to the elimination of sleepwear sales in the Intimate Apparel Division

UPCOMING MILESTONES



APPENDIX

PATENT PORTFOLIO

Our portfolio of innovative patents answer today's market trends.

PATENT PENDING

PROTX2® AVGuard

Our proprietary laundry additive with antiviral, antibacterial and anti-odour properties.

PROTX2® AVGuard
DUO POWER

PATENT PENDING

PROTX2® AV

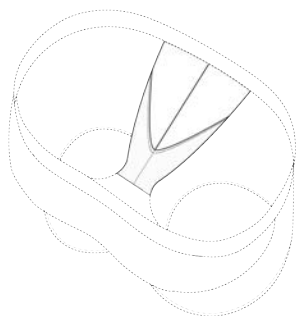
Our antiviral, antibacterial and anti-odour agent.

PROTX2®
AV
ANTIMICROBIAL
TECHNOLOGY

PATENT PENDING

MESH SLING

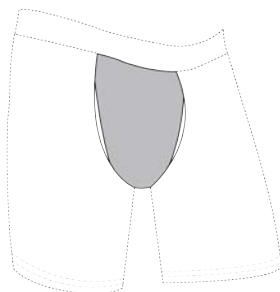
Using the most advanced construction techniques and materials, we've created a mesh sling that provides optimum support and comfort.



PATENT PENDING

2-SIDED FLY

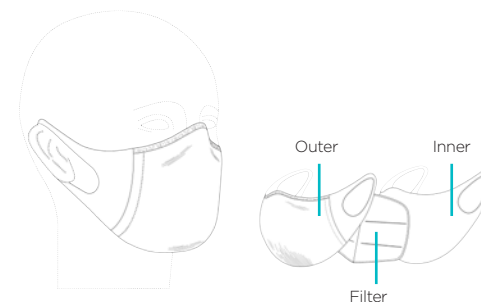
Our 2-sided patented fly design caters to the wearer's needs, whether they are left or right handed, while providing all day comfort and support.



PATENT PENDING

SLOTTED MASK

Triple layer constructed protective mask.



PATENT PENDING

HAT MASK

A protective mask designed with a clip feature to attach to hats.



PATENTED

BREAST LIFT

The perfect braless solution with a unique tab design providing customizable lift and a contoured natural shape.



PATENT PENDING

REVERSIBLE WING BRA

1 bra with 2 colour choices (nude and black) designed with double-sided silicone wings and dyed to match wing covers.



IN THE MEDIA

FAST COMPANY



05-28-20 | CORONAVIRUS
With this antiviral fabric coating, your clothing could protect you from COVID-19
 A chemical treatment for fabrics has been proven to destroy the SARS-CoV-2 virus, paving the way for the first COVID-19-busting apparel lines as early as fall.
 (Photo: iStock/Getty Images)

BY SUSAN KARLIN 6 MINUTE READ
 The call came at 3:30 a.m. "Does your staff work on COVID?"

Giancarlo Beevis sighed. He had been pulling his hair out trying to

lock down a specialty lab that could test his antiviral fabric

treatment's ability to deactivate the SARS-CoV-2 virus. "We'd

searched everywhere for anyone who could test for COVID,

specifically," said Beevis, who is the CEO of the Canadian biotech

firm Intelligent Fabric Technologies North America (IFTNA). "We

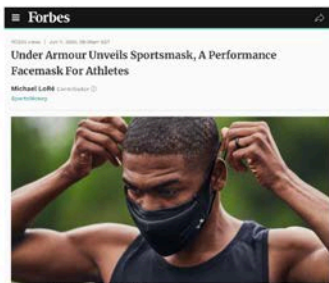
were interested in testing it against the human coronavirus,

which our competitors were doing, because he said it didn't have

value. We wanted to deal with the pandemic."

[Full Fast Company Article](#)

FORBES



Forbes
Under Armour Unveils Sportsmask, A Performance Facemask For Athletes
 Michael LeM *Contributor*
 Sports Illustrated

In late March when Under Armour USA announced it was shifting production to the design and manufacture of facemasks, face shields and other personal protective equipment for local healthcare workers combating the coronavirus pandemic, the Baltimore-based company also understood athletes would need to utilize a different type of mask for the foreseeable future.

A collaboration of 13 prototypes with guidance from medical experts and athlete feedback

throughout, the Sportsmask features a three-layer design that utilizes high performance

Under Armour materials to create structures to keep the mask off the mouth and nose, allowing

better airflow and added comfort, which become moisture and sweat to pass. A moldable over-

bridge helps secure the product in place on the face, while reducing airflow to the eyes, aiding in

preventing glasses from fogging. The third layer of U.S. 600-300 fabric feels cool against the

skin, stretches, and is treated with PROTEX, a new material antimicrobial technology that has

been shown in laboratory tests to destroy COVID-19. The EPA is currently reviewing the

material's efficacy as it's applied to the U.S. Sportsmask.

[Full Forbes Article](#)
[Underarmour Website](#)

ZOZO (JAPAN)

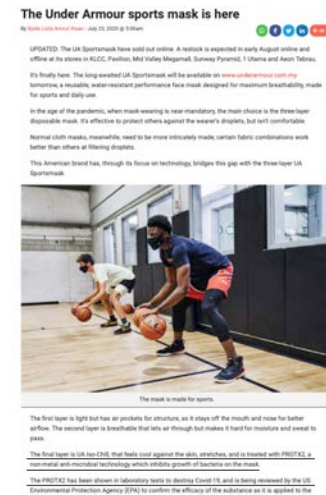


[Special feature] Functional fiber market attracting attention due to its antiviral action: Canadian textile coating "PROTEX 2X AV"
 ZOZO FASHION TECH NEWS

PROTEX 2X AV is a chemical used as a coating in the production stage of fabrics, and it is expected to be used as an infection prevention tool that can be easily introduced, not as a means to kill the source of infection. This time, we interviewed Giancarlo Beevis, CEO of Intelligent Fabric Technologies (also known as IFTNA), who developed PROTEX 2X AV, regarding the research background and future prospects of PROTEX 2X AV.

[Full Zozo Article](#)

NEW STRAITS TIMES



By Sook Loke Kwee Kwee - July 15, 2020 @ 5:00pm

UPDATED: The UK Sportsmask has sold out online. A restock is expected in early August online and

at its stores in KLCC, Pavilion, Mid Valley Megamall, Sunway Pyramid, 1 Utama and Aeon Telok

its finally here. The long-awaited UK Sportsmask will be available on [www.underarmour.com.my](#)

however, a reusable, water-resistant performance face mask designed for maximum breathability, made

for sports and daily use.

In the age of the pandemic, when mask wearing is near mandatory, the main choice is the three-layer

disposable mask. It's effective to protect others against the wearer's droplets, but isn't comfortable.

Normal cloth masks, meanwhile, need to be more intricately made, certain fabric combinations work

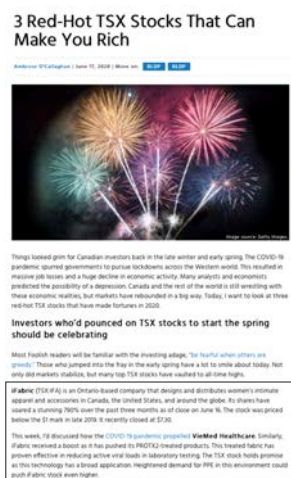
better than others at filtering droplets.

This American brand has, through its focus on technology, bridges this gap with the three-layer UK

Sportsmask.

[Full NST Article](#)

THE MOTLEY FOOL



Andrew D'Almeida | June 10, 2020 | More on [TSX](#) [Stocks](#)

Things looked grim for Canadian investors back in the late winter and early spring. The COVID-19

pandemic spurred governments to pursue lockdowns across the Western world. This resulted in

massive job losses and a huge decline in economic activity. Many analysts and economists

predicted the possibility of a depression. Canada and the rest of the world is still wrestling with

these economic realities, but markets have rebounded in a big way. Today, I want to look at three

red-hot TSX stocks that have made fortunes in 2020.

Investors who'd pounced on TSX stocks to start the spring should be celebrating

Most health workers will be familiar with the investing adage, "Go North when others are

panicked." Those who jumped into the TSX in the early spring have a lot to smile about today. Not

only did markets stabilize, but many top TSX stocks have vaulted to all-time highs.

Of these (TSX) is an Ontario-based company that designs and distributes women's intimate

apparel and accessories in Canada, the United States, and around the globe. Its shares have

risen a stunning 76% over the past three months as of close on June 10. The stock was priced

below the \$1 mark in late 2019. It recently closed at \$7.05.

This week, I'd discussed how the COVID-19 pandemic propelled **Wendell Healthcare**. Similarly,

IFTNA received a boost as it has pushed its PROTEX-treated products. This treated fabric has

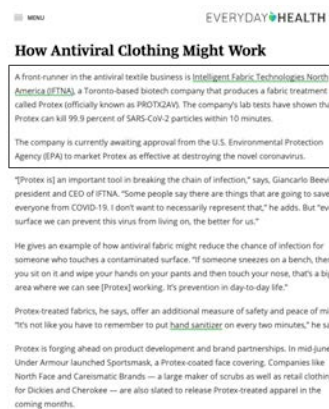
proven effective in reducing active viral loads in laboratory testing. The TSX stock holds promise

as this technology has a broad application. Registered demand for PPE in this environment could

push fabric stock even higher.

[Full Motley Fool Article](#)

EVERYDAY HEALTH



How Antiviral Clothing Might Work

A front-runner in the antiviral textile business is Intelligent Fabric Technologies (North

America) (IFTNA), a Toronto-based biotech company that produces a fabric treatment

called ProteX (officially known as PROTEX 2X AV). The company's lab tests have shown that

ProteX can kill 99.9 percent of SARS-CoV-2 particles within 10 minutes.

The company is currently awaiting approval from the U.S. Environmental Protection

Agency (EPA) to market ProteX as effective at destroying the novel coronavirus.

"ProteX is an important tool in breaking the chain of infection," says Giancarlo Beevis,

president and CEO of IFTNA. "Some people say there are things that are going to save

everyone from COVID-19. I don't want to necessarily represent that," he adds. But "every

single person we can prevent this virus from living on, the better for us."

He gives an example of how antiviral fabric might reduce the chance of infection for

someone who touches a contaminated surface. "If someone sneezes on a bench, then you

sit on it and wipe your hands on your pants and then touch your nose, that's a big

area where we can see [ProteX] working. It's prevention in day-to-day life."

ProteX-treated fabrics, he says, offer an additional measure of safety and peace of mind.

"It's not like you have to remember to put hand sanitizer on every two minutes," he says.

ProteX is forging ahead on product development and brand partnerships. In mid-June,

Under Armour launched Sportsmask, a ProteX-coated face covering. Companies like

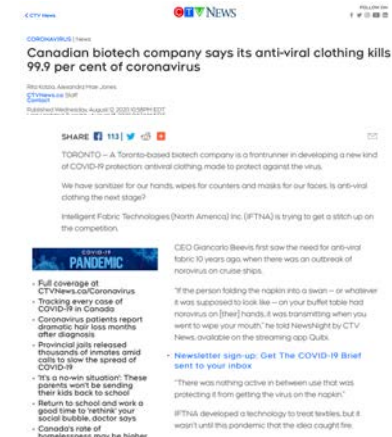
North Face and Caracoma Brands — a large maker of scrubs as well as retail clothing

for Dickies and Cherokee — are also slated to release ProteX-treated apparel in the

coming months.

[Full Everyday Health Article](#)

CTV NEWS



Canadian biotech company says its anti-viral clothing kills 99.9 per cent of coronavirus

By CTV News Staff

Published: Wednesday, August 12, 2020 10:00 AM EDT

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TORONTO — A Toronto-based biotech company is a frontrunner in developing a new kind

of COVID-19 protection: antiviral clothing made to protect against the virus.

We have sanitizer for our hands, wipes for counters and masks for our faces. Is anti-viral

clothing the next stage?

Intelligent Fabric Technologies (North America) Inc. (IFTNA) is trying to get a stitch up on

the competition.

CEO Giancarlo Beevis first saw the need for anti-viral

fabrics 10 years ago when there was an outbreak of

norovirus on cruise ships.

"If the person taking the napkin into a toilet — or whatever

it was supposed to look like — on your buffet table had

norovirus on [their] hands, it was transferring when you

went to wipe your mouth," he told Newsnight by CTV

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"There was nothing active in between use that was

protecting it from getting the virus on the napkin."

IFTNA developed a technology to treat textiles, but it

wasn't until this pandemic that the idea caught fire.

• Canada's rate of

humanitarianism: more than 100

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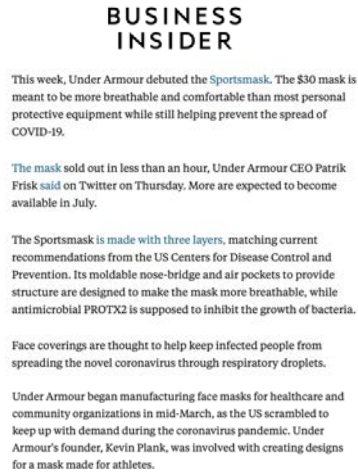
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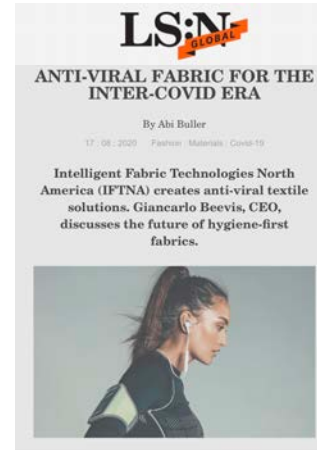
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THANK YOU!








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