



comfort is our promise

drirelease® introduces 5 top launches

Comfort, Performance, Eco and Fashion all together.

For more than two decades, *drirelease®* has been an inherent part of the surging, connected lifestyle that's changed the way we dress as we engage with our lives — play, travel, work, or just relaxing. It's what lets you move more comfortably — by wicking, drying, cooling and freshening — as you pursue your passions.

drirelease is a global technology company pioneer in performance and comfort textiles solutions, trusted by the best brands in the world and literally part of the functional fabrics in today's marketplace. The diversity of *drirelease* blends gives you many solutions for wicking, fast drying, cooling and protection benefits — whatever the application — from leisure to high-performance, from fashion to sportswear, also for intimates or sleepwear.

The recent top five launches with *drirelease* blends and solutions are:

1) *drirelease® E.C.O.*, or *drirelease Environmentally Correct Origins*, is the ideal solution of fashion, comfort and performance, considering the environmental trends and challenges, using blends of recycled polyester and organic cotton or other sustainable fibers like BCI, Lyocell and Acetate. The benefits of *drirelease* ECO are non-chemical moisture wicking, natural fast drying (up to 4x faster), permanent performance, easy-care, extreme comfort with smooth hand, rich and deep colors, matte or luster visual, and premium quality due to pilling resistance and dimensional stability; all together with sustainable responsibility to develop eco-friendly products.

2) *drirelease® GEO COOL* is a custom solution for cooling which uses proprietary hydrophilic active particles derived from metal oxides that have thermal conductivity 3000% greater than that of polyester polymer. The active particles are added during dyeing of filament polyester fabrics or yarns and are locked into the fiber structure to provide permanent performance for the life of the fabric and garment. Moisture management (wicking) is inherent to *drirelease* GEO Cool as the active hydrophilic particles effectively transport moisture through the fabric and provides the energy to drive the moisture out by



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absorbing the heat from the body. *drirelease* GEO Cool is a unique and adaptable technology that provides thermoregulation by effectively managing heat and moisture transfer in the fabric, thus providing superior comfort to the wearer. All *drirelease* fabrics undergo certification testing to ensure performance standards are met. The cooling benefit of *drirelease* GEO fabrics is verified using the Kawabata Evaluation System instrumentation resulting in at least 5% improvement in instant cooling (QMax) versus the control.

3) *drirelease*® **DENIM** is the textile solution that moves with you along the day. Durability has been the first pivot for any denim since 19th century, and nowadays, also functionality become an important theme because it merged to casual and fashion world. So, *drirelease* developed a denim solution that dries faster and helps to regulate the skin temperature, keeping you cooler for any fashion, work, travel or leisure commitment. Another great benefit is that *drirelease* technology is permanent and eco-friendly because it does not use chemicals for moisture wicking and fast drying.

4) *drirelease*® **DUO** is the solution with two sides of comfort; insides wicks and outside repels. It is a range of innovative dual performance fabrics that offers wicking on one side and water and stain repellency on the other. The face of the fabric is applied with a durable treatment to provide water and stain repellency. The side of fabric toward the skin facilitates the wicking and dispersion of the moisture away from the body to provide thermoregulation and comfort.

5) *drirelease*® **LOFT** is a range of innovative performance knit fleeces that offer durable mid layer and outer layer fabrics for heat retention with wicking and fast drying characteristics. Our research and data shows that a performance mid layer and outer layer is just as important for comfort as the performance base layer. The release of moisture is facilitated, by moving sweat from the body to the performance fleece outer layer where the moisture evaporates. *drirelease*® LOFT fleeces combined with the *drirelease*® base layer fabrics provides the most comfortable system.

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