

Press Information

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For further information/Buff® headwear samples please contact Sarah Gowans on sarah@buffwear.co.uk

“Odour control is the second most sought after feature by consumers”[®]

Woolf's paper entitled “Outdoor Summer 2006” concluded that “Consumers expect clothes that inhibit odour, just as they now expect garments that wick moisture.”

This is one of the reasons why Original Buff® SA have announced that with the introduction of the Autumn/Winter Collection 08/09 on August 1st 2008 all items in their range of multifunctional headwear using polyester microfibre (Original Buff®, Polar Buff®, Reflective Buff®, Polar Buff® Thermal Pro and Cyclone Buff®) will be treated with Polygiene®.

The Problem



Polygiene®
Fresh in Action

When an item of Buff® headwear is worn next to the skin it will effectively wick moisture (sweat) away from the skin thus creating the perfect environment for bacterial growth within the fabric. Whilst the sweat itself doesn't smell, some of the bacteria that thrive in this environment can create odours. Therefore to prevent odour build up, there is a need to inhibit the growth of these odour causing bacteria.

The Solution

Polygiene® is a silver ion treatment that when applied to fabric, has a long-lasting yet natural anti-bacterial effect. The silver ions in Polygiene actively inhibit the growth of bacteria within the fabric, thus eliminating the main causes of odour and making it more hygienic.

How it works

The silver ions are bound to a 'carrier' and then released at a controlled rate - the greater the level of moisture, heat and therefore bacteria, the greater the rate of release. This ensures that the antimicrobial effect is delivered as and when required.



Buffera Ltd

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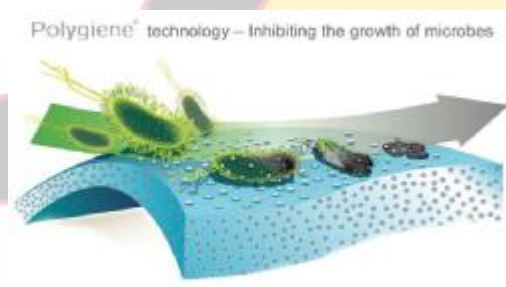
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Press Information

Why Silver?

- Hippocrates the 'Father of Medicine' used silver to heal wounds and control disease.
- Alexander the Great lined water bottles with silver to disinfect and sanitise drinking water.
- Since the 1970's silver has been used in topical salves for the treatment of severe burns
- Silver is safe both in manufacture and for the end user with no known allergic or toxic reactions.
- Silver is effective in very small amounts (parts per million)



The Science Bit

1. Silver ions penetrate the cell membrane causing the bacteria to collapse
2. The +ve silver ions bind to the -ve sulphur ions in the enzymes causing the bacteria to 'suffocate and starve'.
3. By binding to the sulphur in the DNA/RAN chain the bacteria is unable to replicate.

Consumer Benefits

- Longer freshness
- Highly comfortable
- Unpleasant odours eliminated long term
- Polygiene® treatment lasts the lifetime of the garment
- Further odour-causing bacterial growth is prevented

Environment

Polygiene® technology is based on the use of recycled silver salts. By using a silver salt, which emits silver ions, rather than metal, the environmental burden is kept to a minimum. Polygiene® is registered under the EU director Biocide Product Directive. Polygiene qualifies for the OEKO-TEX standard 100 and has been dermatologically tested.

Ends



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