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Nanotex® Introduces Durable Wear Technology for Apparel; Technology Prolongs the Life of Fabric

Nanotechnology process helps fabrics resist wear and tear

BLOOMFIELD HILLS, MI, September 7, 2016 -- Nanotex®, a Crypton company and leading fabric innovator providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets, today introduced Nanotex® Durable Wear technology for apparel.

The patented Nanotex® Durable Wear technology is modified at the molecular level to resist wear and prolong cotton and cotton rich life by offering abrasion resistance and strength protection durability.

Nanotex and its Nanotex® Durable Wear technology is being utilized in the new line of kids clothing called Cat & Jack™ launched in July at Target. Nanotex® Durable Wear technology fits with the line's Tough Cotton requirement to add wear resistance to cotton and cotton rich garments. Nanotex is incorporated in the [Boys' Reinforced Knee Flat Front Pant – Cat & Jack™](#) and the [Boys' Reinforced Knee Pleated Pant – Cat & Jack™](#). The pants are each available in four colors and retail for \$14.99.

“At Nanotex, we are continually researching how science and technology can enhance fabrics so our brand partners have new ways to compete in the marketplace,” explains Randy Rubin, CEO of Nanotex. “Retailers are now coming to us and asking for us to push the boundaries of ordinary fabric to reach new capabilities such as extending the life of the fabric to resist wear and tear from kids, hence the debut of Nanotex® Durable Wear with Target.”

Last month, Nanotex and Cotton Incorporated, the research and promotion company of U.C. cotton producers, announced Nanotex® Dry Inside technology for cotton apparel. This technology enables effective moisture transfer away from skin, eliminating dampness and chaffing, in 100% cotton apparel, while maintaining the additional comfort aspects of garments made from the natural fiber.

Nanotex is comprised of a family of 13 products, such as “Resists Spills”, “Releases Stains,” “Neutralizer” and “Coolest Comfort.” The brand has more than 100 manufacturer partners worldwide, including not only in branded apparel and outdoor gear, but home textiles and contract and residential interiors markets as well. In addition to Target, Nanotex brand partners include the Gap, Banana Republic,

Macy's, JC Penney's, Gymboree, Cotton Incorporated, Dickies, Cabela's, L.L. Bean, Burton, Under Armour, Ashworth, Nordstrom, Hanes, QVC and others.

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About Nanotex, a Crypton Company

The Crypton Companies have patented and branded environmentally responsible textile performance solutions since 1993. The company's flagship product, CRYPTON® Fabric, revolutionized the use of fabrics in the healthcare, hospitality, government, education and contract segments. In 2013, Crypton acquired Nanotex, which was among the first to market nanotechnology solutions for textiles when it was founded in 1998. Since that time, Nanotex technology has been significantly enhanced, integrated with DNA markers to protect against counterfeiting and is being re-launched through a new integrated marketing and promotion campaign. For more information on Nanotex, please visit our website at www.nanotex.com.