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For Immediate Release

Nanotex Becomes Sole Distributor of Its Technology Across Hong Kong, China

Bloomfield Hills, MI, October 22nd, 2018—Nanotex®, a Crypton company and leading fabric innovator providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets, today announced that it is the only distributor of Nanotex technology in the areas of Hong Kong and China. Nanotex recently discontinued its distributor partnerships in the region and is the only company providing Nanotex technology to clients moving forward.

“We are pleased to continue serving our loyal customers in Hong Kong and China, now as the exclusive distributor of Nanotex technology in the territory,” says Lance Keziah, CEO of the Crypton Companies. “This move brings us even closer to our customers and guarantees authenticity of our technology as we will be the only company distributing Nanotex in Asia.”

The company’s move to become the sole distributor of its technology is a strategic one. Nanotex’s offices in Hong Kong and China serve not only as distribution centers, but also are home to the company’s state-of-the-art research and development facility. As the first company to apply nanotechnology to fabrics, Nanotex technology sets the industry standard by transforming the molecular structures of fibers to create fabrics that offer unsurpassed performance and comfort. As such, Nanotex provides customers exceptional performance flexibility. They can select from Nanotex’s many performance offerings, opting for the solutions that best suit their needs. This includes stain repellency and release, wrinkle release, moisture management, and odor-resistance, as well as fluorine free options.

The brand has more than 100 manufacturer partners worldwide, including not only in branded apparel and outdoor gear, but also home textiles and contract and residential interiors markets as well.

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About Nanotex

Nanotex is a leading fabric innovation company providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets. Purchased by soft-surface technology leader Crypton, Inc. in 2013, Nanotex is headquartered in Bloomfield Hills, MI, with operations across the United States, Asia, and Europe. To date, more than 80 textile mills worldwide are utilizing Nanotex treatments in products sold by more than 100 leading brands worldwide.

For more information about Nanotex, please visit www.nanotex.com.



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Nanotex 成为其技术在中国大陆及香港地区的独家供应商

密歇根州布卢姆菲尔德希尔斯 2018 年 10 月 22 日讯，Nanotex® 今日宣布其为 Nanotex 技术在中国大陆及香港地区唯一的供应商。作为 Crypton 旗下子公司和领先的织物面料创新者，Nanotex 为服装、家居和商业/住宅室内装饰市场提供基于纳米技术的纺织品功能增强材料。Nanotex 最近终止了在该地区的经销商合作伙伴关系，成为唯一一家为客户提供 Nanotex 技术的公司。

“现在作为 Nanotex 技术在该地区的独家经销商，我们很高兴继续为中国大陆及香港地区的忠实客户提供服务。” Crypton 公司首席执行官 Lance Keziah 表示，“此举使我们更接近客户，并保证我们技术的纯正性，因为我们将成为亚洲唯一一家销售 Nanotex 的公司。”

Nanotex 公司成为其技术的唯一经销商具有战略性的意义。Nanotex 在中国大陆及香港地区的办事处不仅是配送中心，也是公司最先进的研发设施所在地。作为第一家将纳米技术应用于纺织物的公司，Nanotex 技术通过改变纤维的分子结构来创造具有无与伦比的性能和舒适度的织物，从而树立了行业标准。

正因为如此，Nanotex 能够为客户提供卓越的产品性能灵活性。他们可以从 Nanotex 提供的高性能产品中进行选择，选用最适合他们需求的解决方案，其中包括防污去污、除皱、透气快干和防臭，以及无氟等选项。

Nanotex® 品牌在全球拥有 100 多家生产商合作伙伴，不仅包括品牌服装和户外装备，还包括家用纺织品以及合同和住宅装饰市场。

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关于 Nanotex

Nanotex 是一家领先的面料创新公司，为服装、家居和商业/住宅室内装饰市场提供基于纳米技术的纺织品功能增强材料。Nanotex 于 2013 年由软表面技术领导者 Crypton 公司收购，总部位于密歇根州布卢姆菲尔德希尔斯，业务遍及美国、亚洲和欧洲。迄今为止，全球已有超过 80 家纺织厂在全球 100 多个领先品牌销售的产品中使用 Nanotex 处理剂。

有关 Nanotex 的更多信息，请访问 www.nanotex.com。