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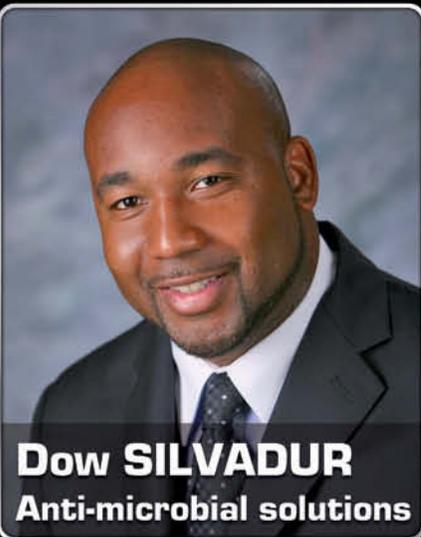


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Dow SILVADUR
Anti-microbial solutions



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Dow SILVADUR

a breakthrough anti-microbial for

In late 2012, Dow Chemical Company introduced SILVADUR anti-microbial, a cutting-edge, odor control technology for apparel and textiles that has been recognized for its technological excellence. In a recent interaction with *The Textile Magazine*, Mr. Karel Williams, global strategic marketing manager for Dow Microbial Control, shared his thoughts on SILVADUR and how it is making a difference in the apparel and textile marketplace.

The Textile Magazine: Dow Microbial Control is relatively new to the world of textiles and apparel. What attracted you to this marketplace?

Williams: We were approached almost five years ago by some of the leading manufacturers and brand owners in the textile and apparel business. They expressed concerns about the microbial control treatments available to them at the time. Among their issues were that these products

did not provide durable or long-lasting treatment, were limited in their use across a wide variety of textile fabrics and were difficult to process.

Dow Microbial Control is a leader in the microbial control business but, at the time, we did not have experience in apparel and textiles. So we did a careful assessment of the market. Would we be rewarded for developing a better anti-microbial control technology? Could we enhance the industry itself with a cutting-edge product? Was there a consumer demand for long-lasting freshness in apparel and textiles and could we grow the market?

The answers to these and many other questions convinced us that developing a new, silver ion-based anti-microbial that met the most pressing needs of the textile and apparel industry was an opportunity worth pursuing. So we went to work to accomplish that.

TM: Dow introduced SILVADUR anti-micro-

bial in late 2012. How would you characterize its acceptance to date?

Williams: We're extremely pleased with SILVADUR's acceptance, and the future looks very bright. We have a network of mills certified to use SILVADUR. We've also established partnerships with leading distributors to help us bring the product to the market. And we're getting excellent traction among major brands and retailers, who understand that consumers are willing to pay for the long-lasting freshness SILVADUR can provide to their products.

TM: How does SILVADUR compare and contrast with other anti-microbial control products in the textile and apparel space? What are its competitive advantages?

Williams: SILVADUR has a number of competitive advantages. One of the most important is that the SILVADUR technology enables us to ingrain silver ions,

the active ingredient that controls unwanted, odor-causing organisms, in the polymer itself. This gives SILVADUR a big advantage over other silver-based anti-microbials, which are attached to the surface of the fabric where they can more easily wash off.

Also, ingraining the silver ions in the polymer gives us far greater control over the dosage. We can accurately meter a prescribed amount of silver ions into the polymer to meet a specific need. When competitive anti-microbials are applied to the surface of the fabric, the chances of processors over-applying or under-applying the anti-microbial are much greater. When this happens, it changes the look and feel of the fabric and leads to discoloration.

Because SILVADUR is so efficient and effective, it's a very sustainable chemistry and technology. It can deliver maximum performance with less active ingredient than the traditional silver-

DUR

apparel and textiles

based anti-microbials.

TM: Among the unique features of Dow SILVADUR is its “intelligent” microbial control system. How does it work and why is it important?

Williams: When odor-causing bacteria land on the surface of fabrics treated with SILVADUR, a patented, intelligent control mechanism releases silver ions to eliminate them, resulting in effective odor control. The silver ions are not released again until more bacteria appear on the fabric and the process continues.

TM: Which segments are you targeting with SILVADUR?

Williams: We’re focusing on multiple segments where we believe SILVADUR presents unique value propositions. They include innerwear, particularly underwear, T-shirts and socks. Sports and fitness apparel, including athletic shoes, are very important targets for us. We’re making inroads into home textiles such as bedding, sheets and

pillows. Performance denim, workwear and uniforms are also segments where we feel we can make a difference.

TM: Is SILVADUR currently being used by textile and apparel manufacturers in India? If so, can you share some details?

Williams: Yes, we’re working with some Indian producers of socks, travel wear and uniforms and workwear, as well as men’s casual wear, including shorts and suits.

TM: Do you see further growth opportunities for SILVADUR in India?

Williams: Absolutely! We’re very excited about the possibilities of SILVADUR in denim. For example, denim jeans are worn more and washed less than other types of apparel. This makes them an ideal candidate for bacterial control. SILVADUR in denim jeans would protect against unwanted odors, and the jeans will stay fresher for long. Another key market for SILVADUR in India is

home textiles, such as sheets, pillow cases and towels. We also see great potential for SILVADUR in athletic shoes.

TM: What type of marketing and technical support do you offer to manufacturers in India who use SILVADUR anti-microbial?

Williams: We have a team of dedicated professionals who are headquartered at our facility in Mumbai and work across all of our businesses, including SILVADUR. They provide qualification and testing support to manufacturers interested in using SILVADUR, as well as in-plant consulting services. We also have a quality assurance program and a distributor partnership base that provides

onsite tech support when required.

TM: How extensively was SILVADUR tested before its introduction?

Williams: SILVADUR is the result of four to five years of thorough development work. This is a highly-disciplined process at Dow, with many hurdles to clear before a new product is introduced. Many of the initial trials were conducted in India, which resulted in us developing multiple formulations and from there we felt ready to launch the product.

SILVADUR was also rigorously evaluated for its environmental impact. We believe it is one of the most sustainable anti-microbials on the market today.



Mr. Karel Williams, Global Strategic Marketing Manager, Dow Microbial Control