

ESCHLER presents global innovation

PLASMA TECHNOLOGY GUIDES THE WAY

Swiss knitwear pioneer Eschler and Austrian company Grabher Group (a specialist for textile finishing) have teamed up to engineer a new generation of functional fabrics for sports- and workwear: The 'Plasma Technology by Eschler' employs one of the most progressive ways of textile finishing that offers outstanding advantages. A technology that once more underlines Eschler's innovative power!

Eschler is a brand very much dedicated to reducing the ecological footprint: The family-owned business was one of the first knitwear companies to become a certified bluesign® system partner in 2001. The independent standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency. For summer 2012, Eschler has developed a new generation of functional textiles in cooperation with Austrian company Grabher Group: the innovative fabrics for sports- and outdoorwear are treated with Plasma Technology ensuring durable function that is environmentally friendly.

What is "Plasma"?

Plasma is also known as the "fourth stage of aggregation". It is created by applying electrical fields to pure gas or gas mixtures in a vacuum chamber (similar to the process in neon tubes). The gas is ionized and leads to a chemical reaction on the surface of the respective material. The right combination of gas mixture composition, frequencies and gas flow results in systematic surface modifications of fabrics (hydrophilic, hydrophobic, dirt repellent) – effects that are also extremely durable!

Compared to conventional treatments, the Plasma Technology has crucial advantages. Until now, the standard for textile finishing have been wet chemical processes. The requested effects are usually achieved by additives or coatings. However, these treatments often interfere with key textile properties such as flexibility, strength and touch. Further, the permanency is limited due to mechanical abrasion and low wash resistance. The combination of different properties is also restricted. Plasma Technology avoids all those disadvantages and the new process has no influence on the textile's touch.

Eschler works exclusively with a so-called 'dry process', which is extremely **eco-friendly**: it uses a minimum of water and chemicals, saves energy and is free of fluorocarbon compounds (PFOA or PFOS).





Product Manager Markus Lutz says: "The new technology allows a great eco balance that no other treatment gets even close to!"

The new high-tech fabrics are ideal for a broad range of sports depending on the plasma treatment: cycling, triathlon, running, functional underwear cross-country and alpine skiing, trekking, mountaineering etc. The first apparel pieces will be available for end consumers in summer 2012.

With this new plasma technology, Eschler confirms its status as one of the world's most innovative knitwear pioneer!

For more info see www.eschler.com

Hi-Res data download at:

http://www.k-g-k.com/download/Eschler_plasma-technology_Logo_HR.jpg

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swiss **TEXTILES**



ESCHLER – Touch Swiss Comfort: Founded in 1927, the Christian Eschler AG quickly advanced to become one of the world's leading manufacturers of functional knit fabrics. Today, the family owned business, based in Bühler/ Switzerland, is managed by the third Eschler generation and specialises in sportswear, work wear, technical textiles and lingerie. As one of the first textile companies, Eschler committed itself to an environmentally friendly production cycle by becoming a bluesign® system partner (www.bluesign.com). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.