

Product News



Disposable linens from Beantown Bedding

# Students can now be laundry-free

The image of the student returning to the family home armed with a term's worth of washing, is just as strong in America as it is in the UK. This autumn however, American college students can avoid doing laundry without making a trip home.

Boston-based start-up Beantown Bedding is offering a line of "laundry-free linens" that are meant to be thrown away after just a few weeks. The sheets, available in twin extra-long size for oddly shaped student-accommodation beds, are biodegradable and compostable.

Co-founders Kirsten Lambert and Joan Ripple got the idea for throwaway bedding when they sent their children off to college and learned they rarely took the time to wash their sheets.

According to Philip Tierno, a microbiologist and pathologist at the New York University School of Medicine, beds are "super-

sized petri dishes for fungi, bacteria, pollen, soil, dust, and all sorts of detritus from the human body".

Tierno recommends washing your sheets about once a week, but of course just throwing them out is another option. Beantown Bedding's linens are made out of Tencel, a fibre made from organic compounds found in eucalyptus. It's soft, breathable, and less prone to wrinkles than cotton, according to online reviews.

With a twin-XL set costing \$19.99, or a monthly subscription service for new bedding running at \$14.99, the convenience does not come cheaply.

The sheets supposedly decompose in as little as two weeks, but not all college students have easy access to compost bins. Needless to say, constantly throwing away bedsheets isn't the most environmentally friendly option.

# MRI-safe laundry tags

Until now hospitals have been concerned about the use of any kind of RFID tag in linen. All HF and most UHF tags contain iron or copper components which if it were to end up in an MRI scanner the image could be blurred. In extreme cases the life of a patient could even be at risk.

Fujitsu, supplier of the Textilligence UHF tags, claim they are the only tags known in the industry containing antennas made of non-ferrous material. Tests, first performed by a Dutch hospital, have now been confirmed by others in the US and Austria. Images made, with the Textilligence tag even attached to the skin, do not show any change to the scan. The tags do not contain any type of battery or power source, are passive in nature and cannot emit radio frequency signals independently. The tags cannot be magnetized, nor retain a permanent magnetic field and are safe and reliable when installed in sheets and garments used near or even in typical MRI equipment.

# Persil gets in with ZipJet

Persil, the Unilever-owned detergent brand, has announced a three-month agreement with ZipJet, the app that picks up and delivers laundry.

The deal will see users of the app given the option to have their clothes cleaned using Persil products. People can also book to have their clothes washed by the brand via its website.

Similarities to its tie-up with ZipJet have been drawn to its recent acquisition of the Dollar Shave Club, a subscription service for shaving products.

Unilever is desperately looking to foster loyalty for its products among millennials by means beyond marketing.

ZipJet has around 20,000 active users across the three cities where it operates - Paris, Berlin and London. London, the

most established, counting around 10,000 active users - although across the board ZipJet claims to see very high repeat usage.

And so driving trials of the product at scale is not necessarily what Persil is hoping to achieve with the deal. Instead, it will go some way to helping it understand how millennials are using these services and where its laundry product fits in.

For its part, ZipJet said with the partnership it will be offering up data, analytics and insight into how people's habits are changing when it comes to the billion-pound drycleaning market in the UK.



# That cooling touch

As part of an IGF research project, scientists at the Hohenstein Institute in Boennigheim have been developing and analysing a textile finish that provides a sensory cooling effect.

Sensory cooling is the term used to describe a chemically induced sensation of coolness on the skin, due to the triggering of cold receptors in the nerve ends close to the surface of the skin. This is different from the cooling effect normally achieved by physical processes, where the skin is cooled mainly by the evaporation of water.

Targeted cooling of the surface of the skin is required, for example, when treating sports injuries, or after insect bites or for other therapeutic purposes (eg in the treatment of multiple sclerosis or psoriasis). Cold water, ice cubes, sprays and cooling, water-retaining medicaments can be used for this purpose. Cooling textiles made from high-tech fibres are also based partly on the principle of cooling by evaporation.

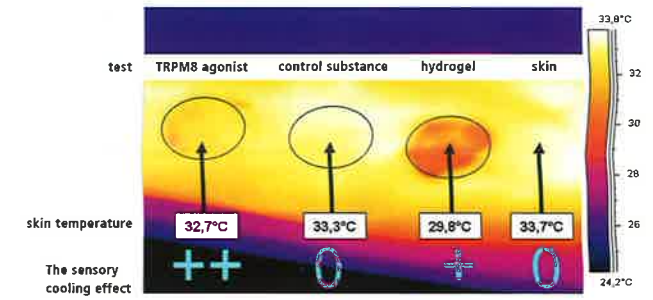
However, with commonly used cooling systems such as cool packs or ice sprays, the skin is often cooled down too much. In the worst cases, this can lead to symptoms of frost-bite and the formation of blisters which increase the damage to the skin.

Unlike these conventional cooling methods, cold-inducing substances that result in "sensory cooling" have a mild cooling effect, even when spread over a large area, without over-cooling the skin. One example of this would be the peppermint substance "menthol". This has a cooling effect and soothes itching.

Now a whole range of other chemical substances have been discovered which, like menthol, bind themselves to the cold receptors. These substances trigger a stronger cooling sensation, are odour-neutral and have a longer-lasting effect. This means they can be used for therapeutic purposes.

In their research project, the scientists at Hohenstein have, for the first time, developed a finish for textiles that creates a sensory cooling effect. This textile finish is based on p-menthane derivatives (agonists) such as WS-3 (N-ethyl-p-menthane-3-carboxamide) or L-menthyl lactate and icilin. These substances have the advantage that, when spread in very low concentrations on small areas of the body, they have a lasting mild cooling effect throughout their period of activity.

The research showed that each person perceives the cooling effect in their own quite specific, individual way and that sensory cooling textiles are effective in textiles worn close to the skin, but are unsuitable for loosely cut clothing that is not in direct contact with the body. They are now continuing to look for application of these new therapeutic textiles.



Thermogram of the underarm area of a volunteer

The sensory cooling effect of the TRPM8 agonist applied to the volunteer's skin is very strong (++) compared with the control substance (0, normal skin cream) and also compared with a topically applied hydrogel (+). Whereas the cooling effect of the hydrogel occurs purely physically through evaporation, so that the skin temperature falls noticeably and the blood flow to that area of the skin is increased, with sensory cooling the skin temperature and blood flow remain virtually constant but at the same time there is a strong sensory cooling effect. © Hohenstein Institute

# Every home should have one

Caraselle, the clothes care specialist, says that every home in the UK should have Acana Moth Killer Clothing and Fabric Spray. Should you be lucky enough not to have moths then this product will ensure you stay that way.

The spray is brand new from Acana and exclusive to Caraselle, and is described as the first response when you find a moth problem in your home or office.

Unlike the Acana Carpet and Fabric Spray, this new formula can be used directly onto clothing and directly onto the flying adult moth to kill and protect. The

company says it kills adult moths and larvae in just 15 minutes. It comes in a handy trigger pack with a light fresh and clean lavender fragrance. It is not recommended for use on silk, leather or suede, but is also suitable for use on curtains, carpets and upholstery.

The company has also recently introduced an anti static spray in response to requests from a number of drycleaners. This will help prevent slips and skirt linings from riding up. It is designed to eliminate the effects of static electricity build-up in fabrics, clothing and under

garments. The product should help prevent clinging, riding, shocks and sparking.

Deo-Go is a revolutionary new stain remover. It has been specifically formulated to remove hardened built-up stains which appear on the armpits of clothing, restoring your clothes to their original appearance. The company says that Deo-Go deodorant stain remover has been tested extensively on different garments and fabrics, many with extreme staining, and has always been successful in restoring them to their original condition. Never throw another stained shirt away.

They say that a number of drycleaners are now offering this new stain remover as a service to "rescue" garments a customer may otherwise have had to throw away.

# DryStream on a roll

DryStream is a leading supplier of EPoS systems, with installations carried out throughout the UK and overseas.

Once installed, every system needs feeding with laundry indelible ink ribbons and wet strength laundry till rolls. This is used to tag and identify each garment as it goes through production and for customer tickets and receipts. As a specialist paper product laundry till rolls must be manufactured to withstand the process of drycleaning and laundry.

Due to increasing demand DryStream has now launched its own range of jumbo laundry till rolls to complement the complete DryStream range of EPoS systems and, for that matter, to work perfectly well with all other EPoS systems.

DryStream rolls are called 'jumbo' rolls because they are 76mm in diameter while many other suppliers ship rolls with only 70mm diameter. While 6mm might not appear to be much, DryStream's product means there's up to 18 per cent more paper on every roll. The company says they represent the best value in the marketplace today.

There are seven colours in the range and uniquely, for shops that use different coloured paper on different days, DryStream even supplies mixed colour boxes. The company also supplies laundry ink ribbons and a range of thermal rolls in several colours for use with DryStream's Premier Plus system and all other makes of EPoS systems and credit card machines.

