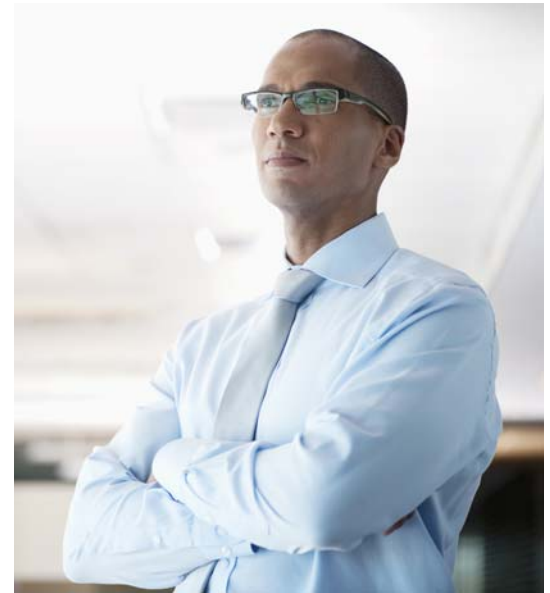


Mark Brutton
Nano-Tex
510.434.2757
Brutton.Mark@Nano-Tex.com

Nano-Tex® Introduces Fortify DP An Innovation in Wrinkle Free Technology

Oakland, Calif. (September 29, 2011) – Nano-Tex®, a leading fabric innovation company providing Nanotechnology-based textile enhancements, announced today a new wrinkle free technology that provides a high level of wrinkle resistance while preserving fabric strength and integrity.

Wrinkle free textiles are highly desirable due to the neat appearance and convenience they provide today's time-pressed consumers. But there is a downside... the chemistry and processing methods used greatly reduce a fabric's tear and tensile strength. This means there are certain fabrics and garments that are not candidates for wrinkle free technology, such as lightweight fabrics or slim fitting garments.



Alternatively, oftentimes a fabric needs to be over-engineered or “beefed up” only so it can, in turn, withstand the fiber degradation caused by traditional wrinkle-free solutions.

Either way, current technologies either do not work on all fabrics OR the brand/retailer has to incur additional expense just to accommodate the destructive properties of wrinkle-free chemistry...until now.

Nano-Tex's new Fortify DP technology can achieve a higher level of wrinkle free performance because the nano-scale molecular structure can penetrate more deeply in the fiber resulting in improved wrinkle-free performance.

Additionally, Fortify DP uses a longer and more flexible cross-linking chain which reduces fiber stress under tension, thus reducing the significant strength loss associated with traditional wrinkle-free chemistry.

Now you can have great wrinkle-free performance without spending unnecessarily to over engineering your fabrics.

To learn more about this latest innovation from Nano-Tex, visit www.nano-tex.com, contact Bob Moran at moran.bob@nano-tex.com or call 866.299.6266

About Nano-Tex

Nano-Tex is a leading fabric innovation company providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets. Nano-Tex is headquartered in Oakland, Calif. with operations across the United States, Asia and Europe. To date, more than 80 textile mills worldwide are utilizing Nano-Tex treatments in products sold by more than 100 leading brands. Products with Nano-Tex enhancements are sold throughout North America, Asia and Europe. www.nano-tex.com