

No way out for bacteria!

According to tests* conducted by accredited laboratories, bacterial formation in fabrics manufactured with Everfresh is effectively reduced and provides protection against bacteria on fabrics!

*ISO 20743

Less
bacterial
growth!

Tests show that Everfresh maintains its bacteria free properties even when it is used with fibers such as cotton, wool, viscose, polyester and polyamides.



Denim



Active Wear



Thermal Wear,
Socks



Hand Knitting



Home Textiles



Mask

everfresh

Everlasting Freshness



FEEL AT EASE WITH EVERFRESH, WHICH PROVIDES PROTECTION AGAINST BACTERIA!

Everfresh products treated with zinc pyrithione that has an antibacterial effect (Inventory No: BEN.0308), do not hold bacteria! Therefore, products with Everfresh are ideal for anyone that cares for hygiene and health.

As Everfresh prevents bad odor and increases the washing frequency, you will not only enjoy your products better, but also find your inner peace by supporting a more sustainable future.



Provides protection
against bacteria



WHY ZINC PYRITHIONE?

Meet zinc pyrithione, i.e. the active substance of Everfresh!

Unlike similar minerals used for the same purpose, zinc is the second most necessary mineral for bodily health. The mineral zinc is one of the body's defense mechanisms, and it is the most effective mineral in fighting against bacteria and fungi*.

*According to the analysis results conducted in accordance with the ISO 13629 standard, it has been proven that it reduces the fungal formation of A.brasiliensis (ATCC 16404) by up to 82% within 48 hours.



NO MORE BAD ODOR!

Always feel fresh with Everfresh!

By preventing occurrence of bacteria growth favorable environments, Everfresh offers an odorless world where the consumers will always feel fresh and comfortable! In this way, products can be used for much longer without washing. Thanks to the reduced need for washing the product lifespan is much longer and your favorite clothing stays with you for many years. Thanks to Everfresh, you can benefit from and enjoy extra time instead of spending that time on laundry.

Everfresh's fast-drying and breathable structure gives users the opportunity to move freely. Everfresh maximizes the feeling of comfort with its structure that successfully removes the wetness caused by sweat.



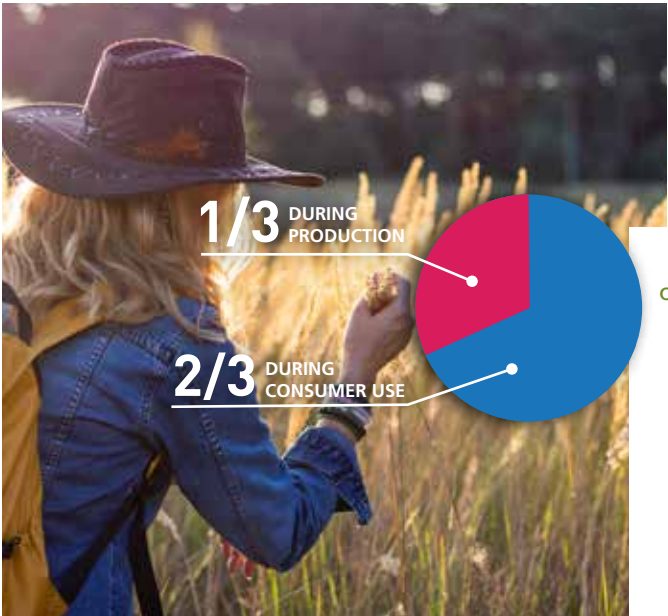
EVERFRESH; A HEALTHY AND COMFORTABLE TOUCH TO YOUR LIFE...

It contributes sustainable living, even after being washed dozens of times, without any extra treatment needed.

Zinc pyrithione, the active substance of Everfresh, has antibacterial properties and is embedded into fibers during production. This means that it is not applied via a chemical process following production. Products on which zinc pyrithione is applied during the finishing process release a substantial amount of heavy metals. However, with Everfresh, you do not need to worry as its active substance is embedded into the fibers during production.

Products containing Everfresh never lose their structure provides protection against bacteria, even after dozens of washings*, and remain as good as new.

*ISO 20743 - After 30 washes



BUILDING A CLEANER, FRESHER FUTURE WITH LONGER-LASTING CLOTHES!



Do you know that 2/3 of the environmental impact of garment occurs during consumer use? Only 1/3 of it occurs during* production. Processes such as washing, drying and dry cleaning cause the major part of this impact. Furthermore, the disposal of products at the end of their life cycle affects negatively both the environment and the natural resource consumption.

By using odor reducing Everfresh, you will need to wash it less and it will help you to protect environmental resources! Moreover, the need for a new product will be reduced by not wearing your clothes out with unnecessary washes! Everfresh, minimizes the use of natural resources and extends product life cycles! Helps us to leave better tomorrows for future generations!

*"Well-dressed?", Cambridge University, UK, 2006.