



## PRESS RELEASE

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- **XT2® with new claim „I will not stink“ at ISPO 2016 in Munich, Germany**
- **Consumers anticipate more performance and odor elimination is a must**
- **Noble Biomaterials emerges as leader in the anti-odor and wearables markets**

Noble Biomaterials, Inc., global leader in odor elimination and conductivity solutions for soft surface applications, joined several of its brand partners at ISPO Munich held January 24-27, 2016. Noble develops and integrates advanced technologies into textile materials to eliminate barriers that obstruct the realization of human potential. Its XT2® and Circuitex™ technologies emerged as key players in the antimicrobial and smart textile markets over the past year. The company experienced significant growth in 2015 and is situated at the center of where technology and apparel intersect.

In a recent study, 70 percent of people surveyed said they had a performance top that they were unable to wash free of odor\*. Consumers now anticipate more performance from their apparel and odor elimination properties are expected. XT2® Anti-Odor Technology utilizes the benefits of silver to eliminate stink by inhibiting the growth of bacteria directly on the surface of garments that consume sweat and cause odor. It is completely dyeable providing the freedom to include it in products where color is an important driver – opening the door to endless design opportunities. Noble certifies every finished fabric powered by XT2®. It is currently on the market today worn by consumers under rigorous, real-world conditions and has observed virtually no degradation in performance over the life of the garment. XT2® provides all day, every day stink-free performance.

“Our technology platform can meet the growing demands of the athletic, outdoor and wearables markets,” said Stephan Winnen, managing director for the European market. “Noble enables our brand partners to differentiate their products and provide proven solutions that exceed consumer expectations by delivering superior odor elimination and conductive capabilities.”

Consumer demand for solutions that seamlessly integrate data detection, protection, and transmission in products has fueled the wearables market to explode. Circuitex™ technology enables the integration of electronics into smart garments and accessories in a format that is virtually invisible to the end user. This allows consumers to wear garments the way they already wear them. Products powered by Circuitex™ provide a permanent solution, maximum comfort, and proven performance through the integration of soft-surface sensor technology.

Sustainability was a focus at ISPO 2016 as it is an important issue for outdoor and athletic apparel consumers. Noble is committed to not only meeting but exceeding regulatory



guidelines and sustainability initiatives, which solidifies its position as the preferred antimicrobial and conductivity technology partner.

Noble has been a bluesign® system partner since 2013, meeting stringent requirements for production management practices in raw materials, wastewater, air emissions, waste management, hazards management, safety, and chemical use. It also received bluesign® Product Line Approval for its XT2® technology in 2015. Noble also produces filament and fabric products that are OEKO-TEX® certified. OEKO-TEX® certification is built around the independent testing of products for harmful substances according to stringent limits and consistent test methods.

The company recognizes the importance of silver recovery and recycling for sustainable resource utilization and has implemented a number of internal recovery initiatives as well as with its partners. Likewise, Noble has maintained a long-standing relationship with its suppliers based on their commitments to sourcing from select primary and secondary silver recovery and recycling processes.

\*Data on file at Noble.

#### **About Noble Biomaterials, Inc.**

Noble Biomaterials, Inc. is a global leader in antimicrobial and conductivity solutions for soft surface applications. The company produces silver-based advanced material technologies designed for mission critical applications in the performance apparel, healthcare, industrial, and emerging wearable technology markets. Its flagship brands, X-STATIC®, XT2® and CIRCUITEX™ are used by hundreds of world-class licensees to provide odor elimination, infection prevention/management, biometric monitoring and conductive protection benefits. Its headquarters and manufacturing facilities are located in Scranton, PA, with offices in Europe, Asia and South America. [www.noblebiomaterials.com](http://www.noblebiomaterials.com)

**Print free of charge. Sample copies are requested.**

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