

**MEDIA ALERT:**

**GLOBAL LEADER IN TEXTILE ODOUR CONTROL, MICROBAN® INTERNATIONAL, TO INTRODUCE  
REVOLUTIONARY TECHNOLOGY AT PERFORMANCE DAYS, MUNICH**

**WHAT:** Media are invited to preview a revolutionary new technology called [Scentry Revive®](#) from Microban®. Be the first to learn about this patent-pending odour control technology and how it will change the textile industry.

**WHO:** Brian Aylward, director of odour control research & development for textiles, Microban  
Zsolt Huszág, head of Microban textile business development, Europe  
Following the show, comments can also be made by Lisa Owen, vice president of global textiles

**WHEN:** Wednesday 18<sup>th</sup> April 2018, 11:00 – 12:00 & 14:00 – 15:00  
Thursday 19<sup>th</sup> April 2018, 11:00 – 12:00

One-to-one briefings and interview opportunities can be arranged on request.

**WHERE:** Room R05, Performance Days Munich  
MTC World of Fashion  
Ingolstädterstraße / Taunusstraße 45  
House 1  
80807 München  
Germany

**WHY:** Scentry Revive® is a new, patent-pending technology by Microban® which neutralises odour and maintains freshness without the need for frequent laundering. Extending the length of time an item can be worn between washings – up to five wears – Microban® is leading the way yet again by providing innovative and consumer-friendly technologies – this time allowing the wearer to ‘Live more, Wash less.’

While the average shirt might be laundered 50 times per year (consuming upwards of 454 litres of water per shirt), the same garment with the new Scentry Revive® technology built into the textile would require only 10 washings per year, consuming only 25 litres per year via laundry and freeing up time for the consumer to do the things they love.

Launching in Europe at Performance Days, the Microban® team – led by director of odour control research & development for textiles, Brian Aylward – will appear at Performance Days to unveil this exciting new technology and its expected impact and implementations. As the lead inventor who has steered his team of scientists to develop Scentry Revive® - a significant advancement on the brand’s existing Scentry® Odour Capture Platform – Brian will be on-site to discuss the technology behind this development throughout the two-day event.

Please contact us to schedule a media briefing or one-to-one interview opportunity with Microban’s® leading scientist.

View more information on Scentry Revive here: <https://www.microban.com/odor-control/technologies/scentry-revive>

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### **About Microban®**

At Microban, we promise to redefine clean with proactive product protection that lives on. Our proactive systems keep products cleaner, and control odours better by preventing problems before they start. Microban drives innovation by combining science and creative solutions that enhance high quality consumer, textile, industrial and medical products around the world. Today the Microban brand and technologies are featured on thousands of products worldwide. The company is headquartered in North Carolina with operations in North America, South America, Europe and Asia Pacific. For more information, please visit [www.microban.com](http://www.microban.com).