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## **Milliken StainSmart Fabrics Outperform Leading Stain Repellent Fabrics**

*Recent performance test conducted by CCRC indicates that Milliken's dual-action stain repel-and-release fabrics score high marks in several stain tests*

SPARTANBURG, South Carolina — (Nov. 9, 2004) — Milliken & Company®, one of the world's largest privately-held textile and chemical manufacturers, today announced that StainSmart®, the company's newest dual-action stain repel-and-release fabric, outperforms leading single-action stain repellent fabrics in the apparel markets according to a recent study conducted by the Clothes Care Research Center™ (CCRC).

CCRC conducted a head-to-head comparison of the appearance and performance characteristics of two fabric finishes on a cotton twill blend: a leading single-action stain repellent and Milliken's dual-action StainSmart stain repel-and-release finish. Stain repellent finishes repel spills and stains on contact. Stain repel-and-release finishes, such as StainSmart, not only repel spills and stains on contact, but also facilitate the removal of stains during the washing process.

“In a head-to-head comparison of stain repellent finishes on cotton blend fabrics, we found that StainSmart outperformed leading repellent technologies for water and oil repellency,” said Dr. Elizabeth P. Easter, board member for CCRC and director of the University of Kentucky's Textile Testing Laboratory. “StainSmart delivered unsurpassed soil release performance on tough stains such as oil and its color retention performance was significantly better than fabrics of comparable fiber types.”

CCRC is a cooperative effort among Cotton Incorporated; GE Consumer Products; Milliken & Company; Procter & Gamble; VF Imagewear; the University of Kentucky's Textile Testing Laboratory and Northwestern University's McCormick School of Engineering and Applied Science. The members represent every phase of clothing care in the home, from textiles and apparel to appliances and detergents. The mission of CCRC is to understand, evaluate and improve clothes care in the home. For more information on CCRC visit [www.fabricology.com](http://www.fabricology.com)

The objective of CCRC's research project was to compare the appearance and performance characteristics of the stain repellent finish and the dual-action stain repel-and-release finish on sample garments. The care instructions provided by the leading brand was used as a guideline for the laundering care of both the stain repellent finished and stain repel-and-release garments. Each garment was subjected to 30 wash and dry cycles — the industry standard for apparel,

and were tested against some of the most difficult stains consumers battle including bacon grease, spaghetti sauce, grape juice and used motor oil.

Each garment was rated for smoothness, color change, edge abrasion aesthetics and for oil, water and alcohol repellency performance. In virtually every performance test, StainSmart's dual-action repel-and-release fabric outperformed the repel-only fabric. The color retention, overall performance in the alcohol test, and the release of used motor oil was substantially better for the repel/release fabric.

"Today's consumers rely on clothes that are durable, comfortable and easy to care for – especially when it comes to uniforms," said Steve Haber, executive vice president of sales at Strategic Partners, Inc., a leading manufacturer of apparel uniforms. "StainSmart has the stain prevention and performance attributes that are beginning to be expected by consumers."

"Effective stain prevention for the apparel markets has moved beyond repel-only capabilities. Consumers simply demand more protection against stains," said Ben Shoaf, division president for the Apparel and Specialty Fabrics Division at Milliken. "CCRC's performance evaluation confirms that repel-only capabilities for the apparel markets just isn't enough. We're excited about delivering StainSmart as an excellent solution to this growing need."

Milliken's StainSmart provides the "best of both worlds" in a patent-pending stain protection technology. The "repel" function allows most liquid-based spills to bead up and be wiped off, thereby preventing them from initially staining the fabric. The "release" function works on tough, ground-in stains that penetrate fabric such as corn oil or coffee by allowing these stains to wash out during normal laundering or cleaning.

StainSmart is now available in a wide range of high-quality, durable fabric types from leading fabric converters and manufacturers for the high-performance active apparel; casual menswear and womenswear, workwear; military, medical and school uniforms; hospitality; and healthcare and military lodging markets. StainSmart technology is also available for custom fabric development from Milliken in a variety of uses and markets.

For more information on Milliken's innovative fabrics, including StainSmart please visit Milliken's company web site at [www.milliken.com](http://www.milliken.com) or [www.stainsmart.com](http://www.stainsmart.com). For StainSmart sales information call (864) 503-2340.

### About Milliken & Company®

Founded in 1865, Milliken & Company® is a privately held textile and chemical company that employs more than 12,500 associates worldwide. Milliken operates over 60 manufacturing facilities in 12 countries, and produces over 48,000 high performance products. To learn more about Milliken, please visit the Company's Web site at [www.milliken.com](http://www.milliken.com).

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