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Intelligent Effects

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WASH AND WEAR SECOND TO NONE



WRINKLE-FREE, NON-IRON EFFECTS

Garments retain their smart and pristine look after washing and during use, thanks to innovative wrinkle-free technology.

CAREFREE COMFORT

Special processing gives a soft, silky touch that enhances comfort without compromising effect.

SLICK AND SMART ALL DAY, EVERY DAY

From dawn to dusk, from work to play, wrinkle-free at the end of the day.

INNOVATIVE EFFECT FOR A SUSTAINABLE ENVIRONMENT

Wrinkle-free garments need less tumble drying and ironing, resulting in substantial energy savings.

HOW IT WORKS

Optimized wrinkle-free technology improves crease recovery. Easy Care Plus uses the latest innovative technology (MXL) for pure cotton garments, minimizing shrinkage and strength loss, and optimizing wrinkle resistance and non-iron properties. The special resin that is applied on the fabric not only makes the garment resistant but also leaves it with a super-soft hand.

- Fabrics: suitable for 100% CO
- End uses: shirts, bed sheets, pants

I n t e l l i g e n t E f f e c t s