

Girbau and HeiQ join forces to “viroblock” clothes and textiles by a new laundering process

Zurich, Switzerland & Barcelona, Spain. 15 February 2021 – Functional materials innovation leader HeiQ partners with Girbau to use HeiQ Viroblock NPJ03 in the laundry process to add antiviral and antimicrobial effects to clothes and textiles.

Girbau, a world leader in comprehensive professional laundry solutions for the industrial, commercial and vended sectors, announces to offer HeiQ Viroblock NPJ03, an antiviral and antimicrobial textile technology, that can be applied to industrial laundry services for its clients across the healthcare, hospitality and food manufacturing sectors, where hygiene and safety are paramount. Consorci Hospitalari de Vic (Barcelona) has been on boarded and already started treating their laundry using HeiQ Viroblock NPJ03. HeiQ and Girbau also plan to offer solutions to public laundrettes, bringing branded HeiQ Viroblock dispensers to consumers.

Swiss textile technology HeiQ Viroblock NPJ03 is among the first textile technologies in the world to be proven effective against SARS-CoV-2 (the virus causing COVID-19) and has been applied by more than 150 brands worldwide to over 1 billion face masks. Made with 100% cosmetic grade ingredients, HeiQ Viroblock combines two mechanisms of attack resulting in an over 99.99% destruction of various kinds of viruses and bacteria, according to tests performed per ISO 18184 and ISO 20743 standards. Until today, HeiQ Viroblock NPJ03 is added to textiles through one of two methods. One method is to add it to the textile and fix it on the fibers permanently during the manufacturing process of the textile at the textile mill before a fabric is cut and sewn into finished goods, such as clothes, sheets and towels. For products that did not come inherently with the treatment from the factory, one can spray on the diluted formulation onto finished goods and air dry. Both processes convert the textiles into an antiviral and antimicrobial surface. This is the first time the application of an industrial antiviral treatment has been achieved during the laundry process, adding extra protection to the garments when they are already in the market, offering a protection during their whole life span. This also shows that HeiQ Viroblock has the potential to become a post-treatment product for laundered goods.

Under this collaboration, Girbau will initially focus on a B2B offering, with a particular focus on bringing enhanced antimicrobial and antiviral protection to garments and textiles used in the healthcare and hospitality sector.

“I am thrilled with the partnership between HeiQ and Girbau, as it represents an important milestone in our journey to create textile treatment solutions that have a positive impact on people. Especially given the current circumstances, which have people to be anxious, businesses have a responsibility to offer solutions which protect their communities. This partnership is another positive leap in terms of differentiating Girbau’s offering in the laundry sector. The partnership demonstrates once again how two innovative companies can contribute to a better world by joining forces,” said Mr. Serge Joris, president of Girbau, “the following phrase says it all: If one wants to go FAST, one goes alone. If one wants to go FAR, one collaborates!”

“This collaboration with Girbau opens up a new method to add HeiQ Viroblock antiviral properties through a post-treatment to textile products. This makes our Swiss Technology Award-winning antimicrobial technology available for protecting more textiles and benefiting more people,” said HeiQ co-founder and group CEO, Mr. Carlo Centonze.



Image: Girbau headquarters in Vic (Barcelona), Spain. (photo from Girbau)

About HeiQ

Founded in 2005 as a spin-off from the Swiss Federal Institute of Technology Zurich (ETH) and listed on the London Stock Exchange Main Market (LSE:HEIQ), HeiQ is a leader in textile innovation creating some of the most effective, durable and high-performance textile technologies on the market today. HeiQ's mission is to improve the lives of billions of people through pioneering textiles and materials innovation. Combining three areas of expertise – scientific research, specialty materials manufacturing and consumer ingredient branding – HeiQ is the ideal innovation partner to create differentiating and sustainable textile products and capture the added value at the point of sale. With a total capacity of 35'000 tons per year HeiQ manufactures in the USA, Switzerland and Australia supplying its specialty chemical products in over 60 countries worldwide.

About Girbau

Founded in 1960, Girbau, a family owned company, is a world leader in comprehensive professional laundry solutions for the industrial, commercial and vended sectors, recognised for its high degree of innovation, quality and sustainability.

Headquartered in Vic (Barcelona), Girbau has 6 production sites in Spain, France and China, and a sales network with direct implementations in 16 countries and distributors that covers over 100 markets. The company's firm commitment to innovation beyond the laundry sector makes Girbau a benchmark in its sector, with initiatives like Girbau Lab and cutting-edge solutions like Mobile Laundry and Girbau Sapphire, for remote laundry management.

Proximity, care for the environment and a focus on innovation make Girbau, its customers and its ~~their~~ employees the perfect team, committed to providing the best solutions now and in the future for the textile treatment.

Notes to the Editor: About HeiQ Viroblock

- Winner of the prestigious Swiss Technology Award
- A platform of antimicrobial, antiviral and antibacterial technologies that stand for hygiene in textiles and materials. A reassurance of protection to the materials, taking away worries from the users concerning potential contamination of the textiles and materials by microbes and germs.
- Strong antimicrobial effect proven by ISO20743 and antiviral effect by ISO18184 tests ([view test reports online](#))
- The platform consists of various products and applications:
 - Antimicrobial functionality added to fabrics by textile finishing: HeiQ Viroblock NPJ03, HeiQ Viroblock SC

- Antimicrobial functionality added to fabrics by specially manufactured raw material: HeiQ Viroblock Permanent
- Antimicrobial medical filtration materials
- Textile and surfaces protection post-treatment: , HeiQ Viroblock Hygienizer Spray, HeiQ Viroblock Textile HygienizerXPAY textile hygienizer
- Fast moving consumer goods: HeiQ Viroblock multi-hi-tech community face masks, HeiQ Viroblock FFP2 respirators, HeiQ Viroblock medical class 1 Type IIR surgical masks
- Functional ecosystem: HeiQ Viroblock Ecosystem
- Some of the brands that have adopted HeiQ Viroblock: Burberry, Mammut, Cornelia James, DL1961, SertaSimmons Bedding, Outdoor Research, Buff, Craghoppers, Aviro, Albini, W Verbier.
- HeiQ Viroblock NPJ03 has been applied on at least one billion face masks during the current pandemic; it was one of the first in the world to have been tested effective against SARS-CoV-2 (the virus that causes COVID-19): 99.99% reduction in 30 minutes; instantaneous antiviral effect on Sendai virus, demonstrated within 2-5 minutes; all ingredients are listed on International Nomenclature for Cosmetic Ingredients (INCI); certified by Beta Analytics laboratories as a 72% bio-based technology.
- HeiQ on media recently: HeiQ on [CNN](#), “[Good Morning America](#)” with DL1961, on [Forbes](#), [Yahoo Finance](#) and [CasaVogue](#) with Serta Simmons Bedding (SSB), world's largest mattress maker who would be the first to introduce mattresses with HeiQ Viroblock technology into North America.
- HeiQ is the most featured textile technology company on [Vogue](#) with [DL1961](#), [Malwee](#) and [Albini](#)
- HeiQ's contribution to the COVID-19 pandemic:
 - HeiQ has supplied HeiQ Viroblock to ca.300 customers globally since its launch and on boarded over 500 brands with this technology.
 - HeiQ Viroblock is estimated to have been applied to more than 1 billion masks worldwide.
 - From April to May, HeiQ helped the Swiss Army source 100'000 protective isolation gowns, chartering a full Swiss Airliner repurposed for transport of Personal Protective Equipment.
 - HeiQ launched disposable and washable masks featuring several of HeiQ's high performance technologies with good initial success.
 - The masks continue to be rated with 5 stars by consumers on Brack.ch. A customer who has travelled across half the globe even sent us a thank you card stating how comfortable the mask was for his 12-hour flight. What is more: 2 out of this list online of “most comfortable masks” are with the HeiQ Viroblock technology.
 - HeiQ co-sponsored 1800 masks at the VentureLab top 100 Swiss Startup Award

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