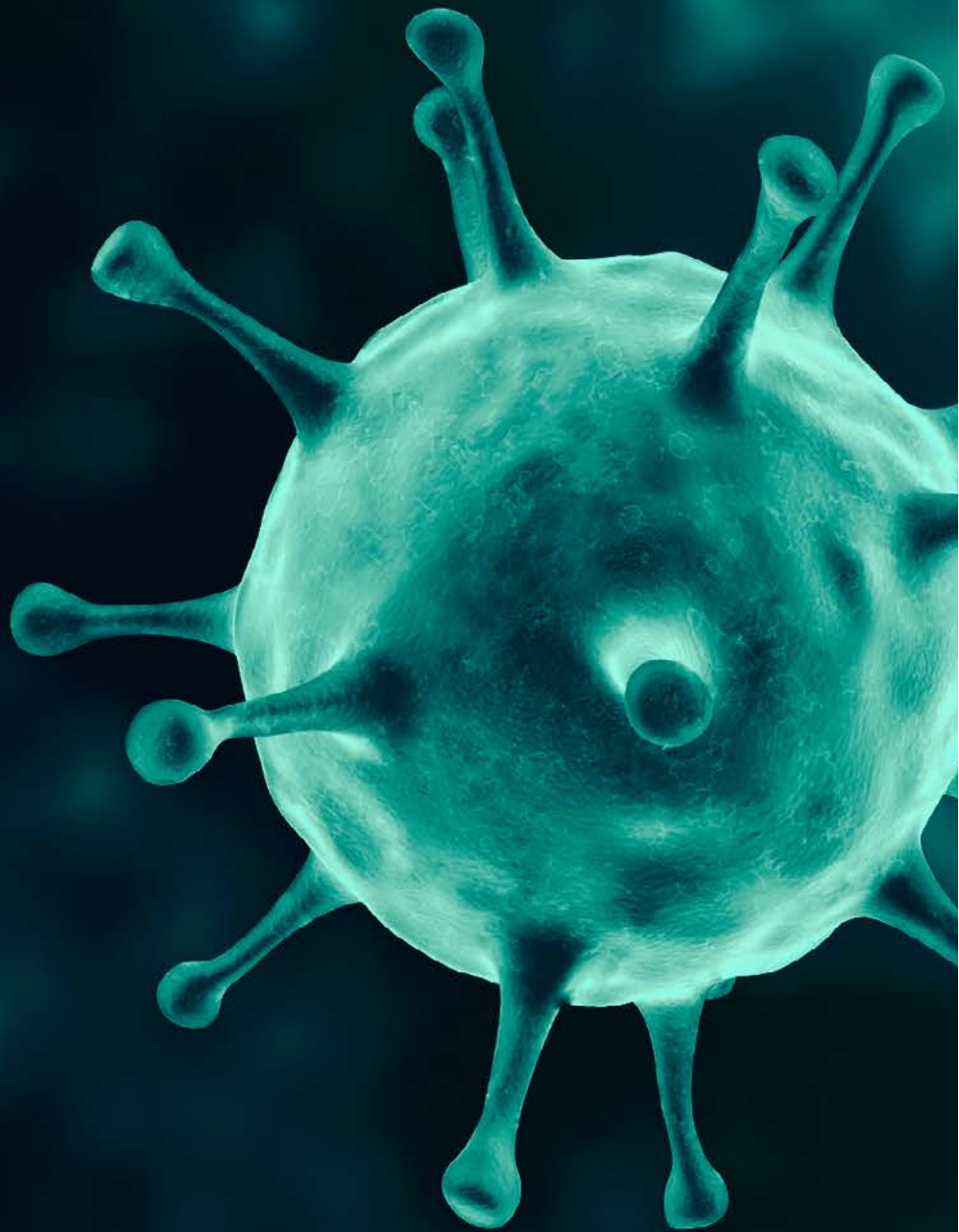


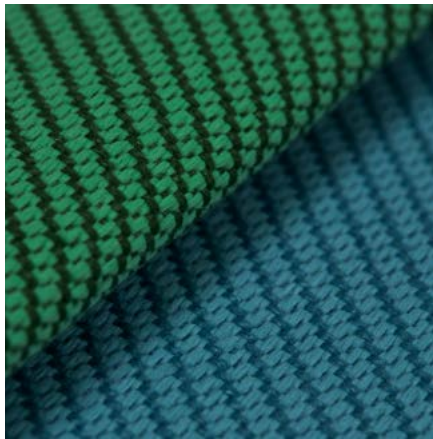
Camira StaySafe

Advanced textile treatment technology,
effective against viruses and bacteria.



camira

Camira StaySafe is an advanced textile treatment, befitting the Covid age, which reduces the potential for viral transmission from fabric surfaces. When applied to a fabric, this state-of-the-art textile technology destroys viruses and kills bacteria – minimising the potential for the fabric to act as a source of transmission.



Independently tested on wool, polyester and Trevira CS fabrics.









Third party certified for anti-viral and anti-bacterial effectiveness.



Enhanced active protection - added peace of mind for multi-occupancy furniture.

Independently tested - highly effective

Camira StaySafe has been independently tested on our wool, polyester and Trevira CS fabrics and is shown to have highly effective anti-viral and anti-bacterial properties. It is safe, durable and there is no impact on colour or flammability performance.

	Anti-viral ISO 18184:2019*	Anti-bacterial AATCC 147†	Flammability status‡
Wool / high content wool fabrics + Camira StaySafe	 97% reduction in viral activity	 Pass – no bacterial growth	 No negative impact - recertified
Polyester / Trevira CS fabrics + Camira StaySafe	 97% reduction in viral activity	 Pass – no bacterial growth	 No negative impact - recertified

* ISO 18184:2019 Textiles- Determination of antiviral activity of textile products. We have used the enveloped virus H1N1 as our recommended reference strain.

† AATCC 147 Antibacterial activity of textile materials: parallel streak. Using bacterium *S. aureus* ATCC 6538 and *K. pneumoniae* ATCC 4352.

‡ Wool and polyester recertified to meet BS EN 1021-1/2:2006 cigarette and match. FR treated wool and FR polyester recertified to meet BS 7176:2007 Medium Hazard (Cigarette, Match & Crib 5), and where applicable DIN 4102 (B1) and EN ISO 13501-1 (SBI).



ISO 18184

This test determines the antiviral activity of textile products, against specific virus strains. We have used the enveloped virus H1N1 as our recommended reference strain. Under external laboratory conditions, the presence of virus particles on a textile treated with Camira StaySafe is reduced by 97% within two hours - the standard industry timeframe against which treatments are monitored.



AATCC 147

This test determines the anti-bacterial activity of treated textile products, using two types of bacteria: *Staphylococcus Aureus*, which can cause skin infections, and *Klebsiella Pneumonia*, which can cause pneumonia and meningitis. Commonly known as the Parallel Streak method, 5 streaks of bacteria are drawn across a petri dish, a fabric sample laid over them and left for 24 hours, after which the “zone of inhibition” is assessed. Fabrics treated with Camira StaySafe show no bacterial growth on or around the fabric.

Enhanced Active Protection

Perfect for multi-occupancy furniture – in waiting areas, breakout spaces, restaurants, hotels, educational settings, residential and many more.

In a world in which hygiene and health are today's top priorities, Camira StaySafe can help create safer interior spaces by providing an enhanced level of fabric protection against viruses and bacteria. Whilst the risk of transmission is thought to be greater from hard surfaces compared to textiles, for furniture which demands increased defence – such as multi-occupancy seating in waiting areas, break-out spaces, hospitality and education – Camira StaySafe is an additional safeguard measure for fabrics which can help prevent the person to person spread of both viruses and bacteria.

How it works



The underlying chemistry of Camira StaySafe works in three simultaneous ways to attract, attack and ultimately destroy the virus. A high powered combination of both silver and liposome technologies, firstly attracts the virus, then attacks the virus membrane, depleting it of cholesterol and allowing the silver to kill the entire virus. This is particularly effective against enveloped virus strains, providing rapid virus deactivation and destruction, while the anti-microbial silver chemistry also inhibits the replication of bacteria.

Available on Camira wool, high content wool, polyester and Trevira CS fabrics.

Low minimum order quantities and a 5 year guarantee:

25m

25 metres per colour

5

5 year guarantee

Painstakingly thorough, with nothing left to chance, our technical experts have undertaken rigorous processing trials and made carefully calibrated adjustments to ensure Camira StaySafe is absolutely fit for purpose and its application is specifically tailored according to the fabric it is being applied to. In doing so, we have established the optimum amount of chemical treatment for anti-viral and anti-bacterial effectiveness on individual fibre types. Camira StaySafe is a permanent chemical finish which is chemically bound to the fabric and has a high level durability. We guarantee its effectiveness as an anti-viral and anti-bacterial treatment on fabrics for a period of 5 years provided the fabric is kept clean and in good condition. Please refer to our cleaning and disinfection guidelines for recommended cleaning instructions based on fabric composition.

FAQs

Q Is Camira StaySafe effective against Coronavirus?

A Fabrics treated with Camira StaySafe have been certified as anti-viral against the H1N1 reference strain according to ISO 18184. In addition, the underlying chemical technology that underpins Camira StaySafe has been validated against SARS-CoV-2 (Covid 19).

Q What is the difference between a virus and bacteria?

A A virus is a microscopically small parasite which multiplies inside the living cells of a host. It is made up of genetic material, either DNA or RNA, surrounded by a protective coat which in turn can be surrounded by a spiky envelope. Viruses cause colds and flu, as well as many serious diseases such as ebola, HIV and now COVID-19.

Bacteria are single celled organisms that can survive and reproduce on their own, multiplying by cell division, both inside and outside other organisms. Most bacteria are helpful and support many forms of life, but some species are pathogenic and cause infectious diseases such as meningitis, tuberculosis and cholera.

Q How does Camira StaySafe actually work?

A The treatment contains silver ions which attract the virus particles like a magnet and bind to them, which both immobilises and deactivates the virus. The liposome technology then targets the outer coat of the virus, depleting the membrane and ultimately destroying it. Silver is also a well known anti-bacterial agent which kills any bacteria present on the textile.

Q Does the Camira StaySafe treatment have any environmental implications?

A No, Camira StaySafe uses well understood chemistry which is widely used across different applications. The underlying chemical ingredients are registered with EU REACH (Registration, Evaluation, Authorisation & Restriction of Chemicals), EU BPR (Biocidal Products Regulation) and US EPA (Environmental Protection Agency). The chemistry is listed as an accepted ACP (Active Chemical Product) by OekoTex for use on Standard 100 certified products. It is also Bluesign approved.

Q How do you apply Camira StaySafe?

A Camira StaySafe is applied to woven and dyed fabric as a wet process. The fabric is submerged through a treatment bath before heat drying which locks the chemistry permanently into the material.

Q How should you clean fabrics which are treated with Camira StaySafe?

A You can follow usual cleaning and disinfection protocols for treated fabrics – that means vacuuming regularly, using soap and water, dry cleaning, steam cleaning wools, and the ability to use bleach on polyesters and Trevira CS.

Q Are there any fabrics which you can't use Camira StaySafe on?

A Yes, it is not possible to treat polypropylene fabrics due to the high temperatures employed during the drying phase which could have an adverse effect on this material type - so we cannot apply Camira StaySafe to fabrics such as Cara, Citadel or Advantage. Also, we have not yet optimised performance on our wool-bast fibre fabrics such as Main Line Flax, but hope to be in a position to offer Camira StaySafe on this category of fabrics in the future.



