making safe, safer!

Birla purocel™ because we care | Antimicrobial

Antimicrobial is a unique fortified fibre that helps to create nonwovens which restrict microbial growth including viruses and bacteria; and kills them to the extent of 99.9%*.

Purocel Antimicrobial is an enhanced fibre with active agents that are bonded to the fibre for fast, effective and long lasting protection against microbial growth including viruses and bacteria*. As more and more products are moving towards being 100% biodegradable, this would enhance the safety and shelf life of fabrics against any microbial attack during production, storage, transportation and subsequent converting operations. This specially treated fibre also significantly reduces the step of antibacterial treatment for your product without compromising on its purity, hygiene and performance.

The fibre retains its efficacy after standard spunlacing and any other technology. Thus, Purocel Antimicrobial is not just a fibre but promise of long lasting microbial protection.

Distinct Advantages

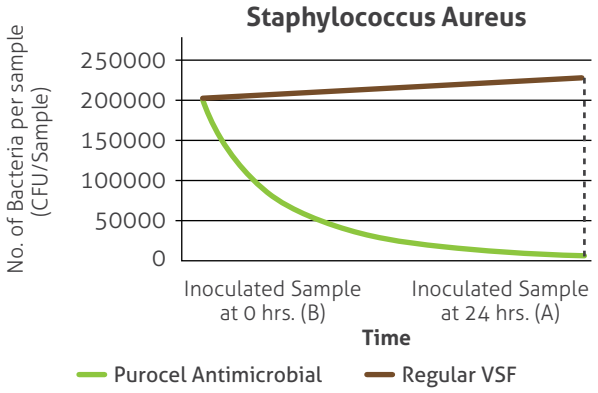
- Enhanced protection of the fabric against microbial growth including viruses & bacteria*
- Inhibits odour development
- Available in raw-white and other shades
- Retains the microbial protection property even after multiple washing
- Non-Irritant to Skin

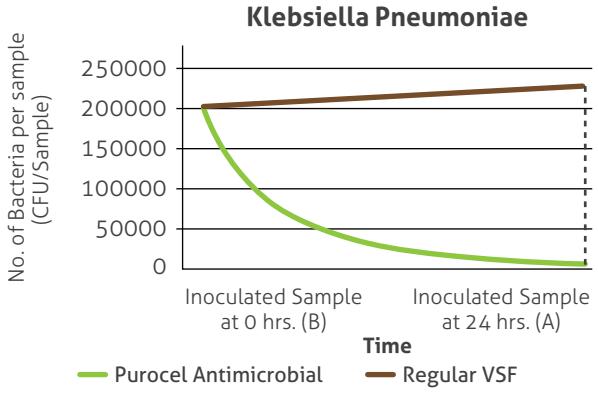
Applications

- Cosmetic & Baby Wipes
- Kitchen Cleaning Wipes
- Medical Disposables & Wound care
- Substrate for Industrial Applications

**Tested against Staphylococcus Aureus, Klebsiella Pnemoniae & H1N1 Influenza virus*

Antimicrobial Protection against Bacteria:

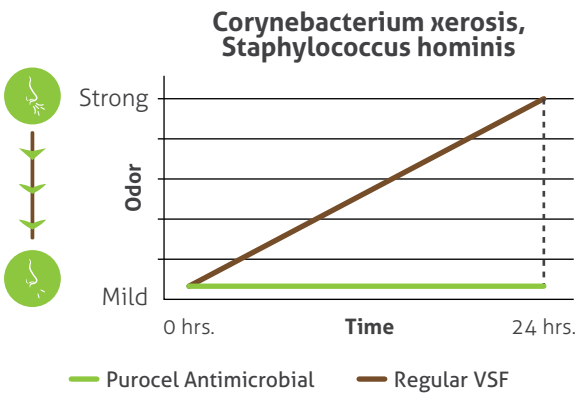




Test methods - AATCC 100 : 2012 | JIS L 1902 : 2015 | ISO 20743 : 2013 | ASTM E 2149 - 13a
Source: Intertek Lab, India

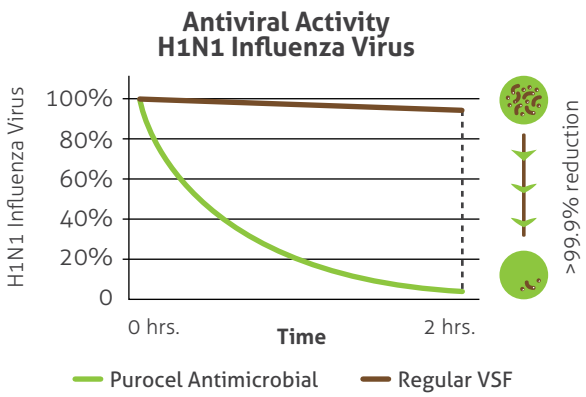
Purocel Antimicrobial has shown >99.9 % antimicrobial activity, whereas Regular Viscose Staple Fibre has shown no antimicrobial activity tested against Staphylococcus Aureus and Klebsiella Pneumoniae respectively when analysed as per AA TCC 100-2012 test method.

Odor:



Source: Micro-Chem Laboratories USA (in house test)

Antimicrobial Protection against Viruses:



Purocel Antimicrobial has shown 99.9% anti-viral activity rate within 2 hours of contact time with H1N1

Test methods - ISO 18184 : 2014 (E)
Source: Guangdong Detection Center of Microbiology, China

Non Irritant to skin:

Non-irritant to the skin. As per study conducted on New Zealand White Rabbit as per ISO 10993 - 10:2010 (E)

T & C apply | For more information visit www.purocel.com
Write to us: purocel@adityabirla.com

**Geography specific regulations may apply*