

The ægis brand

The ægis brand emphasises the hi-tech nature of your product.

The strong, positive message of freshness is being communicated to consumers through the ægis label, which has been developed to focus on the benefits and the needs of the customer rather than the problems related to micro-organisms.

The ægis label

The ægis brand and associated labels have been specially designed to add value to your socks by creating a freshness perception on your packaging.



ægis is a specially designed technology which helps to keep your socks fresh and odour free, enhancing your comfort and well-being for today's modern lifestyle.

ægis environments

Klein Frankrijk 18 - 9600 Ronse - Belgium
www.devan.net
www.aegismicrobeshield.com



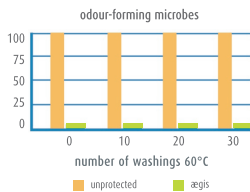
keeps your
socks
fresh and odour free

Perspiration is the body's natural way to regulate its temperature and hydrate the skin. Normally perspiration is odourless and evaporates quickly, but **socks capture perspiration** and provide an ideal environment for microbial growth.

Why socks can create unpleasant smells

These **microorganisms** convert perspiration into unpleasant smelling substances.

Antimicrobials are being applied on socks to **reduce the level of microorganisms**, and thus the unpleasant smells they cause.



The results performed by different universities and independent laboratories have shown that aegis is a unique technology to reduce the level of microorganisms on socks.

Traditional antimicrobials rely on the migration of a lethal dose of poison from a surface or from the core of the fibre, to chemically kill the organisms. Due to this migration the antimicrobial will not only gradually lose its effectiveness over time and washings, but the antimicrobial can also migrate to the skin and its environment, which can cause well known problems.

An appropriate anti microbial to socks must be:

- safe for humans and the environment
- non migrating to the skin
- applicable on all fibres
- active after multiple washings
- quick and easy to verify

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aegis nano-coating

fibre

aegis nano-coating

microorganism

aegis nano-coating

fibre



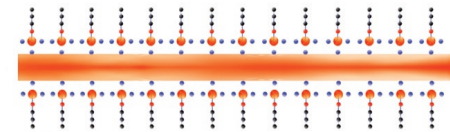
unprotected textile



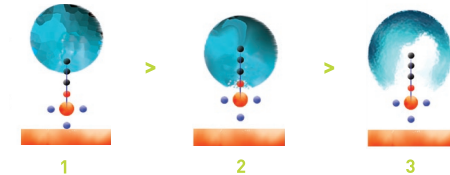
protected with aegis

How does aegis work

aegis is a revolutionary technology which guarantees an **optimal active freshness** for socks. This technology is based on the fixation of a non-migrating permanent nano-coating on the fibres. This coating is specially designed to deactivate microorganisms.



The microorganisms are attracted by the nano-coating. Once they come in contact with this nano-coating, the cell membrane is punctured, as if by a sword. In this way, microorganisms are deactivated.



Because the nano-coating is permanently fixed on the fibre, aegis exhibits a **durable activity without migration** to the environment. In this way, a safe and optimal active freshness is guaranteed in time, even after frequent washings.

A wonderful and unique feature of the aegis technology is a **blue staining** test. This quality control test takes a few minutes and a little water to verify the proper application of the invisible aegis technology on your socks.