



fact sheet

Comfort & Environment



2006



www.acetateworld.com

Attention Brand Owners - Important Facts on Comfort and Environment

Why should Brand Owners specify that garments be made of or lined with fabrics of acetate?

The Comfort factor:

Brand owners should strongly consider garments made of or lined with fabrics of acetate. Such garments have a higher moisture absorption capacity than similar products made from polyester. Also garments of acetate fabrics or lined with acetate have the ability to breathe, are very soft and body conforming all of which makes them far more comfortable than similar garments of polyester.

If Brand Owners use polyester in their products, they run the risk that their customers will reject their Brand after purchase due to the garment being "hot & uncomfortable," or worst yet, rejecting the Brand and not even knowing why they do not like that Brand.

A scientific "Comfort Study" was completed by the Institute of Environment Research, at Kansas State University, USA and represents scientific proof that acetate linings are perceived as more comfortable – less sticky, non-absorbent, less clammy and less damp – than polyester linings.

Objective of Comfort Study:

To determine the perceived difference in the comfort between acetate and polyester linings

Methodology:

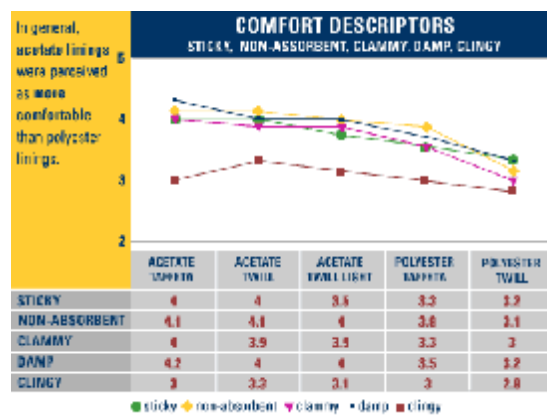
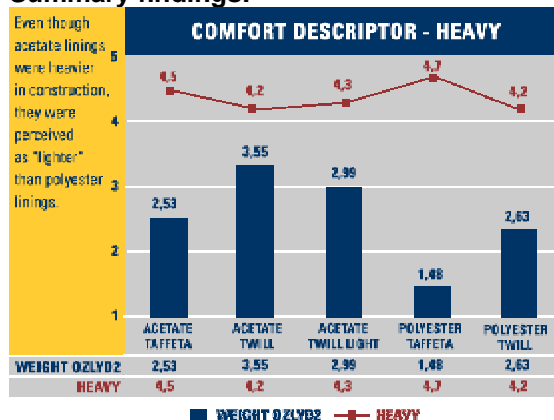
- 5 polyester & 5 acetate lining fabrics sewn into 5 women's coats
- 120 sets of observations made (24 female subjects x 5 identical women's garments)
- Participants were monitored for one hour in a chamber controlled to 87 F (30,5°C), 50% RH.
- At 30 min & at 1 hour, participants rated the jacket using the following descriptors: heavy, sticky, non-absorbent, clammy, damp, and clingy.

Conclusions:

Coats lined with fabrics of acetate were perceived as:

- Considerably **more comfortable than duplicate coats lined with polyester linings**
- Less sticky, less clammy, less damp. That is why the coats with acetate linings were perceived to have better moisture transfer than coats lined polyester linings
- Being **lighter in weight than polyester linings even though the acetate linings were in fact heavier in weight than the linings of polyester.**

Summary findings:



Brand owners should also note that with linings of acetate, customers would not experience any pilling or static problems, as is the case with garments lined with polyester.

Acetate - A friend of the environment & preferred by consumers:

Natural and Renewable

- Acetate is manufactured using wood pulp as a raw material.
- Wood pulp is a renewable resource grown in closely managed wood pulp forests.
- Wood pulp harvesting is performed using environmentally friendly methods.
- Reforestation programs ensure sustainable supply of cellulose pulp to the industry.
- The production of cellulose acetate fibers is clean and meets all environmental regulations.
- Cellulose acetate has been shown to be biodegradable and can be composted or incinerated.

Clean

- The acetone used in the manufacturing process is recovered (up to 95-98%) and the recovery process is continuously monitored and upgraded to meet the most stringent worker safety guidelines.
- Also, acetone is a biodegradable solvent.

Eco-Sensitive Consumers

- Prefer to wear fabrics from renewable sources such as used in acetate production.

How does the consumer recognize acetate fabrics in a garment?

Appearance

- A garment made of acetate fabric has bright, deep, rich colors

Very Pleasant to the touch

- A garment made out of acetate fabric has a very pleasing aesthetic hand and feels soft, smooth, dry, and crisp.



Wearer Comfort - A Hidden Bonus for Brand Owners

- A garment made of acetate fabric or lined with acetate fabric is comfortable because it breathes, drapes well, conforms to the body and does not have static cling
- A garment lined with acetate is significantly less sticky, clammy and damp, and more absorbent than garments lined with polyester fabrics, a hidden bonus for Brand Owners!

Look at the Label

- Smart consumers look at lapel and pocket labels to ensure that they are buying products that contain acetate, a preferred fiber for comfort.

Where to buy Acetate Products:

Fabrics of acetate, can be purchased from any of the textile mills listed on www.acetateworld.com, "Where to buy Acetate Products" (section "major end uses"). Here we list over 50 companies which produce quality acetate products.

For further information please visit www.acetateworld.com