

PRESS RELEASE

Itac's new product passes the acid test at Techtexsil

Seeing was believing when Itac introduced its latest innovative coating at Techtexsil in Frankfurt recently.

Visitors to Itac's stand were highly impressed by the amazing colour change which occurs when a substrate coated with *ITS fibresmart* comes into contact with acid.

Following customer demand, *ITS fibresmart* was developed earlier this year in Itac's Manchester laboratories. The product will function indoors and outside in all types of conditions, at extremes of temperature, making it suitable for a wide range of lagging applications.



ITS fibresmart will provide almost any textile with the ability to create a twenty-first-century litmus test. But, whereas litmus paper is fragile and for use in the laboratory *ITS fibresmart* is highly durable and can be used on an industrial scale. Also, unlike litmus paper, which displays acid as red, *ITS fibresmart* rapidly changes colour from green to fluorescent yellow, allowing it to be seen from a distance, providing an early warning sign of potential leaks and seepage.

Paul Armitt managing director of ITAC expressed his delight in his new product:

'*ITS fibresmart* is set to be a real success for Itac and our customers. The interest it received at Techtexsil was fantastic and we are currently engaged in talks with interested parties in India, China and Europe. *ITS fibresmart* is part of our *ITS-intelligent technical solutions*, industry specific range of products. We are currently developing other formulas within the same family, which will reveal various types of toxic and hazardous seepage plus products which will react to entirely different types of stimuli - such as direct heat. These products are alerting manufacturers to the benefits of involving Itac from the outset, whenever they need to create an innovative intelligent textile.'

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