

PRESS RELEASE

Sales warming up, for *ITS-Fibretherm* adhesive in China.

Manchester based, independent adhesive formulator and manufacturer Itac has successfully marketed one of its new products to China.

ITS-Fibretherm is the first in a new range of technically advanced adhesives which will all bear the *ITS*-prefix.

ITS-Fibretherm is a two component polyurethane adhesive that has been specifically developed by Itac, for use in the manufacture of electric blankets. Itac responded to a customer requirement by developing an adhesive, which would help bring manufacturing up-to-date.



The product was initially produced for blanket manufacture within the UK. As this market contracted and manufacture moved to the Far East, Itac identified China as a ready market for its unique product.

Although developed for a specific use, *ITS-Fibretherm* adhesive has a wide range of advantages which will make it the favoured choice of many textile and fabric manufacturers including those connected with the fashion and clothing trade.

ITS-Fibretherm, is a clear sprayable adhesive that is easy to apply. It bonds fabrics quickly, allowing components to move quickly through the manufacturing process. As you might expect it is non flammable and it also provides good heat and moisture resistance. It has a strong bond which is flexible, this is important as it allows modern fabrics to remain soft to the touch after the adhesive has bonded.

ITS-Fibretherm meets all current legislation and is BEAB approved.

Paul Armitt, Managing Director of Itac had this to say:

‘Initial sales in China have been encouraging but we see it as only the start. This is just one of many *ITS* adhesive solutions, our expertise comes from solving problems of all types. That said, the market for electric blankets is currently experiencing a period of rapid growth, as an effective method of clean, efficient, low cost heat, it has few rivals. China, is the world’s leading exporter, it has huge potential for this product and its home market for electric blankets is growing rapidly. Two hundred and fifty million people form China’s middle class – that’s a lot of electric blankets’.

ENDS

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