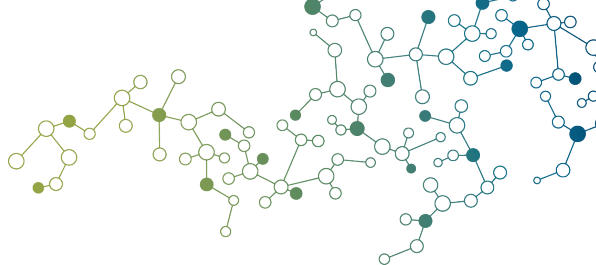


FIBERS



mBRACE™

Softness Additive Technologies for Nonwovens, Apparel, and Textiles



www.Americhem.com

americhem®
PERFORMANCE | SOLUTIONS | TRUST

Engineered Softness, Elevated Comfort

Softness in nonwovens is a multifaceted quality, encompassing various tactile sensations and material behaviors. Our cutting-edge softening agents deliver targeted enhancements across these dimensions:



Facets of Softness

- **Slickness:** A smooth, silky touch
- **Cotton-like Feel:** A natural, comforting texture
- **Drapeability:** Improved flexibility and flow

INTRODUCING mBRACE™ : NEXT-LEVEL SOFTNESS SOLUTIONS

mBrace™ technology has been advancing nonwoven softness for years through multiple generations of innovation. Each solution is meticulously designed and tested ensuring seamless integration into the nonwovens process without disrupting web formation:



- **Gen 1 & Gen 2 Solutions:** Engineered for superior silkiness and enhanced tactile properties.
- **Gen 3 Solutions:** Engineered to provide customized haptics addressing the different aspects of what the user interprets as softness.

PERFORMANCE TESTING & VALIDATION

Softness Evaluation: Human Panel Testing

Traditionally, softness has been assessed through human panel testing, where participants compare fabric samples and rank modifications based on a scale from coarse to soft.

Advanced Measurement Techniques

To supplement human evaluations, our research incorporates objective testing methodologies:



- **Acoustic Intensity Testing:** Measures sound emitted when a controlled frictional disk rubs against the fabric, providing insight into slickness and texture.
- **Ductility & Stiffness Analysis:** Evaluates force required to deform the material, offering quantifiable data on fabric flexibility.

Innovative Technologies for Superior Softness

Different technologies are designed to address these specific facets of softness, ensuring optimal performance in nonwoven applications.



WHY CHOOSE AMERICHEM'S mBRACE™ SOFTENING ADDITIVES?

Americhem provides a spectrum of product technologies, each delivering measurable impacts on softness and haptic quality:



- **Customizable Softness Profiles:** Tailor formulations to meet specific market needs.
- **Proven Processing Compatibility:** Designed for seamless integration in nonwoven production.
- **Thermal Stability Considerations:** Ensures optimal performance across different processing conditions.
- **Validated Performance Metrics:** Comprehensive testing ensures reliable, high-quality results.

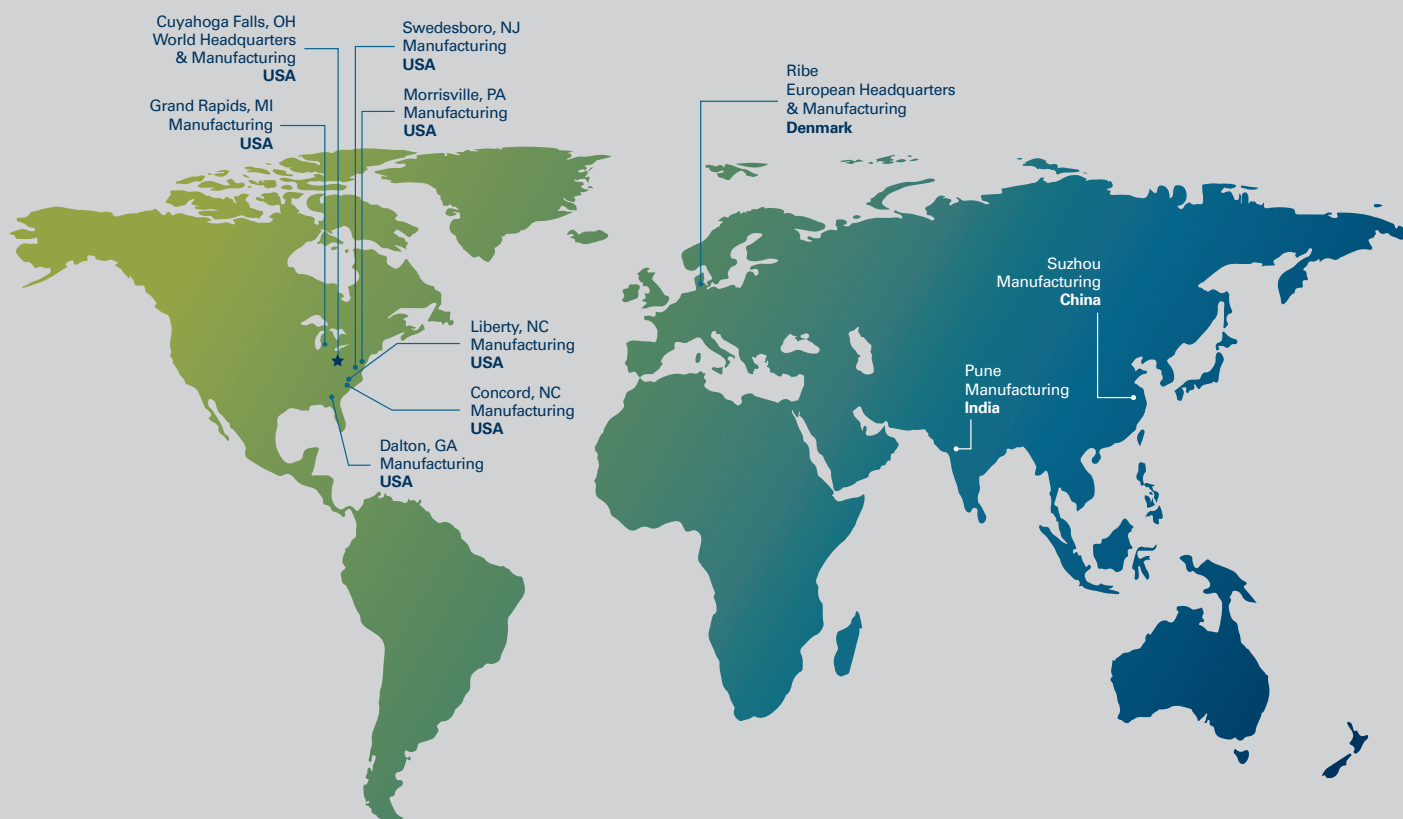
ENHANCE THE FEEL, PERFORMANCE, AND APPEAL OF YOUR NONWOVEN PRODUCTS WITH OUR ADVANCED SOFTENING TECHNOLOGIES.



Functional Additives for Medical Nonwovens

For more information on softness solutions, as well as other functional additives such as anti-microbial UV protection, antistatic, and multifunctional masterbatches with color, please contact your Americhem representative or submit a Contact Us form on the Americhem website.

A GLOBAL LEADER IN FIBERS



BATCH TO BATCH. MARKET TO MARKET. CONTINENT TO CONTINENT.

From our headquarters in Cuyahoga Falls, Ohio, to our manufacturing locations and sales offices across the world, our expansive footprint provides global reach for your organization's needs. Not only are we dedicated to getting your materials where they need to be, when they need to be there, we work behind the scenes to reduce your supply risks. In addition to our network of plants, regulatory and compliance teams, we have contingency plans and support services in place to secure your product against unforeseen interruptions.

About Americhem

Americhem is a global leader in custom color and additive solutions, offering unmatched performance, consistency, and sustainability for polymer products. Our innovative masterbatches help customers achieve faster speed to market, reduced production costs, and superior product performance in the nonwovens industry.

For more information or samples, contact: fibers@americhem.com



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