

## Noble Biomaterials launches new brand identity Ionic+

21<sup>st</sup> May 2020

<https://www.fibre2fashion.com/news/textile-news/noble-biomaterials-launches-new-brand-identity-ionic-267379-newsdetails.htm>

**Noble Biomaterials** has announced the launch of a new brand identity—Ionic+—for its antimicrobial technology formerly known as XT2. The new brand name, logo and tagline will more clearly convey the benefits and story of Ionic+, a technology that uses positively charged silver ions to provide **microbial and odour protection** for the life of a product.

More than 30 leading apparel, performance and athletic brands, including Athleta, Mack Weldon, Fox Racing, Rhone, Hill City, Troy Lee Designs, Giro, Rhoback and BN3TH, as well as bedding and towel maker Silvon, already use Ionic+ to impart a performance edge to their products.

“We designed the new Ionic+ brand identity to clearly express the benefits and impact of this technology, which harnesses the power of positively charged silver ions to fight microbes on soft surfaces like athletic apparel, bedding and towels,” said Joel Furey, founder and chief commercial officer of Noble Biomaterials. “With the increased need for fabric that is essentially self-cleaning of microbes, Ionic+ is being more widely adopted in healthcare and PPE, with companies like Chargeurs and Myant incorporating it in masks and Octo Safety Devices using it for respirators. The growth of the business drove the need for a name that more closely aligns with the technology’s mechanism of action.”

Ionic+ uses the power of positively charged silver ions to fight the growth of microbes and odour- and stain-causing bacteria on soft surfaces. Apparel and bedding that doesn’t allow for bacteria to grow and multiply doesn’t need to be laundered as often, which saves consumers time and money and can help extend the useful life of products while also helping save the environment.

“Noble Biomaterials pioneered the use of silver in textiles for its antimicrobial and conductive properties,” said Christy Raedeke, chief marketing officer. “The new Ionic+ brand identity truly captures the essence and power of this technology, incorporating the word ‘ion’ and the plus sign, which symbolises the positive charge the ions carry and the endless potential the technology provides to our broad range of customers and end consumers. The opportunities for storytelling are so much greater with Ionic+ and our brand partners have been overwhelmingly supportive of the change.”

Noble Biomaterials, Inc is a global leader in antimicrobial and conductivity solutions for soft surface applications. The company produces advanced material technologies designed for mission-critical applications in the performance apparel, healthcare, industrial and emerging wearable technology markets. Its flagship brands, X-Static, Ionic+ and Circuitex, are used by hundreds of world-class licensees to provide odor elimination, infection prevention/management, biometric monitoring and conductive protection benefits. Its headquarters and manufacturing facilities are located in Scranton, PA, and the company has offices in Europe, Asia and South America.

Fibre2Fashion News Desk (PC)