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Directa Plus plc
 (“Directa Plus” or the “Company”)

Colmar and Eurojersey launch new Graphene Plus textile collections

Directa Plus’ graphene provides fabrics with thermal regulation and bacteriostatic effect for enhanced comfort and sporting performance

Directa Plus plc (AIM: DCTA), a producer and supplier of graphene-based products for use in consumer and industrial markets, is pleased to announce the launch of two new textile collections containing the Company’s Graphene Plus (G+) by Colmar, the high-end sports and activewear company, and Eurojersey S.p.A., a producer of high quality warp-knit technical fabrics under its Sensitive® Fabrics brand. Both collections were unveiled at ISPO 2018, the sport and sportswear international trade fair held in Munich.

The launch of the Ski Winter 2018/19 collection marks Colmar’s third winter range with Directa Plus. The new collection has been expanded to consist of 31 garments incorporating G+, including male and female ski jackets and, for the first time, graphene-enhanced ski trousers. It follows the commercial success of two previous ski collections, with last year’s collection including the Technologic G+ ski jacket that received the Gold award in the ‘Ski’ category at ISPO 2017, as well as spring/summer garments.

Eurojersey has launched its first range of G+ enhanced textiles to be marketed under its leading Sensitive® Fabrics brand. The collection of high quality, warp-knit technical fabrics are designed for high performance targeting the sportswear, athleisure and underwear sectors, and was presented at ISPO to key customers of Eurojersey. Directa Plus and Eurojersey have been collaborating over the last year to conduct joint R&D to develop the product samples and a selection of Sensitive® Fabrics enhanced by G+ will be introduced to the fashion industry at the Première Vision Paris conference and exhibition on 13-15 February.

The Company is receiving increasing interest in G+ from the textiles industry due to its ability to sustainably produce a highly-performant fabric that is independently certified as non-toxic, non-cytotoxic and hypoallergenic for human skin. Thanks to its unique, patented process, Directa Plus is able to manufacture its graphene-based products in a sufficient quantity, at a consistent quality and at a commercial price point to satisfy its customers’ requirements. The inclusion of G+ in textiles provides a technologically-advanced fabric with unique thermal features: allowing a homogeneous distribution of the heat produced by the human body in cold weather and a heat dispersion effect in hot weather. G+ also provides the fabric with a bacteriostatic effect that enhances hygiene and anti-odor features, which is particularly relevant for sportswear and garments that are in contact with the body. The result is enhanced comfort for the wearer.

Giulio Cesareo, Chief Executive Officer of Directa Plus, said: “Colmar and Eurojersey are two partners with which we have developed deep, strong relationships, based on our shared passion for innovation and sustainability. It is therefore extremely pleasing to see both companies launch new collections incorporating Graphene Plus. The considerable interest we received at ISPO for our graphene-based products is testament to the high-performance qualities that they bring to garments, which are enjoyed by professionals and sports enthusiasts alike. We look forward to expanding our existing relationships and establishing new partnerships with global companies as we continue to enhance our position in the textiles market.”

Enquiries

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About Directa Plus

Directa Plus is one of the largest producers and suppliers of graphene-based products for use in consumer and industrial markets worldwide. By incorporating Directa Plus' unique graphene blends, identified by the G+ brand, its customers can enhance the performance of their end products without significantly increasing their cost. Directa Plus graphene-based products are natural, chemical-free, sustainably produced and tailored to specific customer requirements for commercial applications such as smart textiles, tyres, composite materials and environmental solutions.

Established in 2005, the Company has a patented technology process and a scalable and exportable manufacturing model. It produces graphene-based products at its own factory in Lomazzo, Italy, and can set up additional production at customer locations to reduce transport costs, waste and time-to-utilisation. Directa Plus partners with customers to enable them to offer the high-performance benefits of graphene in their own products.