

Zodiac Clothing Co. Ltd.

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29.06.2020

Presenting Securo The ANTI- VIRAL Shirt from Zodiac

99% EFFECTIVENESS AGAINST BACTERIA & VIRUS INCLUDING COVID-19

Zodiac has been built on a reputation of impeccable quality and state of the art styling. Being a leading brand in the menswear category for over six decades with a legacy of innovations like the recent "Silk Touch" shirts, Zodiac once again, takes the lead with a view on the well-being and satisfaction of our customers given the current times.

Zodiac presents Securo shirts that are anti-viral and anti-bacterial. Since the COVID pandemic is not likely to subside soon the Securo brand of shirts is absolutely revolutionary as it gives the wearer an additional layer of protection, especially in situations where the wearer is in close proximity to others while at work or during a commute.

What is an anti-viral shirt?

Shirts crafted with fabrics that are processed with "HeiQ VIROBLOCK" technology give them anti-viral & anti-bacterial properties. Anti-viral here includes the COVID-19 Virus.

What is "HeiQ VIROBLOCK"?

HeiQ Viroblock NPJ03 is an intelligent Swiss textile technology that is applied to the fabric during the final stage of the textile manufacturing process. As per ISO 18184, HeiQ Viroblock NPJ03 provides strong anti-viral and ISO 20743 anti-bacterial effect, against enveloped viruses and bacteria and has proven effective against SARS-CoV-2, the COVID-19 causing virus.

How long does this finish last?

Lasts for at least 30 machine washes at 40°C (104°F), and ironing as per instructions given.

Is this technology tested and safe?

Yes, HeiQ Viroblock NPJ03 is EU BPR (Provides protection against harmful organisms) & EU REACH compliant (Safe for Humans & Environment) and the main ingredient is registered with US TSCA (Non Toxic) and US EPA a US Governmental agency, whose mission is to protect human and environmental health. This process has been tested by HeiQ with the Peter Doherty Institute for Infection and Immunity in Melbourne, Australia. It is important to mention here that this treatment is not a cure nor does it guarantee a person wearing a Securo shirt will not get infected. However research has shown that viruses and bacteria can remain active on textile surfaces for extended periods. To safeguard against this, garments treated with "HeiQ VIROBLOCK" deactivate viruses upon contact with the fabric, helping to minimise potential re-transmission through clothing.

Where has Zodiac sourced this technology from?

In India, Zodiac has got the fabric treated by Donear Industries. Attached is a declaration from them on treating the fabric for our Securo range of shirts as well as their press release.



**THIS SHIRT
KILLS
99%
OF THE
COVID-19
VIRUS***

With
**HEIQ
VIROBLOCK**
Swiss Technology

Securo
By
ZODIAC

*As per ISO 18184 strong antiviral and ISO 20743 antibacterial effect against enveloped viruses and bacteria. HeiQ Viroblock NPJ03 has proven effective against SARS-CoV-2, the COVID-19 causing virus. Residual virus infectivity tested according to a modified ISO 20743 method (Sendai), rapid antiviral effect demonstrated within 2-5 minutes. Tests have been conducted by HeiQ with the Peter Doherty Institute for Infection and Immunity in Melbourne, Australia (Doherty Institute). Research has shown that viruses and bacteria can remain active on textile surfaces for extended periods. To safeguard against this garments treated with "HeiQ VIROBLOCK" actively deactivate viruses upon contact, helping to minimise potential re-transmission through clothing. However, other precautions to be taken simultaneously as directed by Government and healthcare departments.

For more details on HeiQ Viroblock, visit
<https://heiq.com/technologies/heiq-viroblock/>



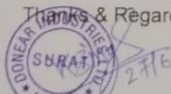
(UNIT BALAJI FABRICS)
REVENUE BLOCK NO. 194 & 195 KADODARA BARDOLI ROAD,
Village-JOLWA, Taluka-PALSANA, Dist. SURAT (Gujarat). Pin-394305

DATE: 27/06/2020

To,
ZODIAC CLOTHING COMPANY LIMITED

“Donear Industries has supplied 100% cotton fabric with HEIQ FINSHING as job work done in our process house . This fabric is treated with HEIQ VIROBLOCK chemicals which will offer anti-virus and anti-bacterial protection and is also effective against Corona Virus “

Thanks & Regards



Vijay Singh
(QA Head)

<https://www.indiaretailing.com/2020/06/19/fashion/donear-group-introduces-anti-viral-fabric-using-neo-tech-technology/> and
<https://www.4psnews.com/brands/story/neo-tech-in-partnership-with-heiq-viroblock-tested-successfully-against-virus-that-causes-covid19>

The ZODIAC Securo Anti-Viral shirt is priced at Rs. 2,499/-

For Zero Contact Delivery, visit us at <https://bit.ly/AntiViralShirts>

About ZODIAC Clothing Co. Ltd.:

We are a vertically integrated, trans-national that controls the entire clothing chain from design, manufacturing, distribution to retail sales. With a manufacturing base in India & sales offices across India, UK, Germany and USA, ZCCL has almost 2500 people in its fold. The company operates a 5000 sq. ft. Italian inspired design studio at its Mumbai Corporate office which is a LEED Gold certified building.

ZCCL* has 3 premium, menswear brands, each clearly positioned to address a specific target consumer. ZODIAC for the classic yet contemporary male's corporate wardrobe, ZOD! Club Wear for the trendy, fashionable male and Z3 for the man who does not need to wear a tie to work. The brand is retailed across India at premium prices through over 115 company-managed stores and 1200 multi – brand retailers.