Media Release

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DOWFIBER SOLUTIONS CREATES THE FIRST EVER MACHINE WASHABLE, WRINKLE-RESISTANT STRETCH WOOL


Dow Fiber Solutions today announced the availability of machine washable wool with XLA™, the first ever machine washable, wrinkle-resistant stretch wool. Machine washable wool with XLA™ endows wool clothing with superior shape retention even after repeated washing, tumble drying and dry cleaning. In addition to exceptional durability and ease of care, the new fiber also offers the textile industry a powerful competitive advantage through the elimination of the time-consuming heat setting process. XLA™ is a revolutionary, new stretch fiber that enables unique innovations and provides distinct benefits on trend with today’s consumers. XLA™ also offers brands and retailers competitive advantages and the supply chain greater efficiencies and speed to market.

Machine washable wool with XLA™ retains the appearance, form and sumptuous comfort consumers expect from wool while creating clothing that easily withstands the challenges of modern living. It makes woolens possible, for the first time, that are strong enough to retain their shape, stretch and softness even after tumble drying, dry cleaning and everyday use.

Akiko Inui, Global Brand Marketing Manager for Dow Fiber Solutions, said, “We are extremely excited to bring this new innovation to market. With machine washable wool with XLA™, we are providing real value to our partners and to consumers. XLA™ fiber is the perfect complement to easy-wear, easy-care textiles.”

Machine washable wool with XLA™ also adds another dimension to the performance of wool garments by giving them a gentle stretch and recovery, and wrinkle-resistance ensures that wool clothing continues to look as new at
the end of each day and long after purchase. Ideal for frequent travelers, wool with XLA™ can be easily packed and unpacked with minimal wrinkles.

The benefits of wool with XLA™ extend to the textile industry. Machine washable wool with XLA™ does not require heat setting during processing. The elimination of this time-consuming, costly phase of the manufacturing process results in unprecedented consistency in terms of stretch, fabric color, weight and width.

This new, predictable and versatile fiber gives designers the confidence to make previously impractical wool designs a practical clothing reality. Wool with XLA™ even makes cleaner summer looks possible by incorporating light wool fabrics.

Dow Fiber Solutions, a business unit of The Dow Chemical Company, is dedicated to pioneering innovations for the global textile industry by matching proactive research and development expertise with the creative vision of retailers, designers, and manufacturers – to meet consumer needs. The business has established a customer base in Europe, Asia/Pacific, the United States and South America to produce fabrics made with XLA™ elastic fiber. For more information, visit www.dowxla.com.

Dow is a diversified chemical company that harnesses the power of science and technology to improve living daily. The Company offers a broad range of innovative products and services to customers in more than 175 countries, helping them to provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. Built on a commitment to its principles of sustainability, Dow has annual sales of $46 billion and employs 42,000 people worldwide. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.