



**alta**<sup>TM</sup>

alta is the latest technology created by Applied Textiles, Inc. and enables virtually any textile to withstand the rigors of real life without leaving a mark. alta improves repellency to oil and water based stains, is easy to clean and can enhance physical properties for a wide array of natural and synthetic fibers. The technology is permanent and imperceptible to the eye and hand. alta is precision-engineered for end-use textile applications including relevant fire code compliance.

## Features

### Spill/ Stain Prevention:

- Fabric aggressively repels oil and water based stains
- Easy cleanability: blot liquids off the fabric before it penetrates or stains
- Helps prevent staining of fabric from dirt and spills including: coffee, soda, wine, mustard, salad dressing, blood and urine
- Cleanable with all cleaning agents including detergents, solvents, or 15% diluted bleach

### Performance:

- Undetectable to the hand or eye
- Permanent: lasts the life of the fabric
- Durable to laundering
- Can significantly improve abrasion, pilling and seam strength

### Flammability:

- Keeps fabrics that are inherently fire retardant, FR neutral with accurate knowledge of fiber content
- Improve FR rating upon request

### Applications:

- Custom formulated and engineered to perform in specific to the end use environment
- Can treat almost any fabric and with improved performance, residential fabrics can start to live in commercial settings.

### Environmental Considerations:

- Water-based technology
- PFOA + PFOS Free
- Free of Formaldehyde, Solvents and VOC's
- Complies with EPA, Cal Prop 65 and REACH standards for safer chemistry



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## cleaning & care guidelines

Fabrics treated with Alta™ are exceptionally easy to clean and maintain.

**1. Liquid spills:** Don't wait!

Blot liquid quickly and gently with a clean, dry, absorbent cloth. If liquid remains, continue with gentle blotting. Gently remove any soil or debris from the surface.

No rinsing needed.

**2. If any residual spot remains:** Flush liberally with warm water and blot with a clean, dry, absorbent cloth. Change blotting cloth surface frequently, until spot is gone. (Avoid brushing which can spread the stain!) Repeat process until spot has been removed. Finish with final warm water rinse and blot.

**3. For difficult or stubborn stains:** Mix 2-3 drops of any mild laundry detergent with 1 cup of water and apply to soiled area. Gently work solution into the area, wait several seconds and blot the spot with a clean, dry, absorbent cloth. Repeat until spot has been completely removed. Rinse thoroughly with warm water and blot to remove any soap residue. (Be thorough here: soap not rinsed away in the fabric can cause a recurring stain!)