

# *Non-Iron Shirting*

The Only Stretch Fiber for True Non-Iron Finishes



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Redesign the rules of non-iron shirting.

DOW XLA™ is the world's first and only olefin-based stretch fiber that liberates designers to make bold pieces true to their vision without compromising style, comfort, or fit. Too often, the designers' vision is restricted by the fabric. But fabric with DOW XLA™ premium stretch fiber liberates designers and mills to redesign the rules and create irresistible non-iron shirts they never thought possible.

***An irresistible look that lasts all day.***

DOW XLA™ introduces the new rules for non-iron stretch shirting:

#### 1. Durable

- Inherently resistant to high heat and harsh chemicals that other fibers lack
- DP rating of 4.0, even after five washing cycles
- Lasts the lifetime of the garment

#### 2. Comfortable

- Soft stretch
- Natural cotton look and feel
- Less compression makes the garment feel lighter and more breathable

#### 3. Easy Care

- Virtually wrinkle free that looks great all day
- Easy care, machine wash and tumble dry, no dry-cleaning necessary
- Consistent fit, with little to no shrinkage

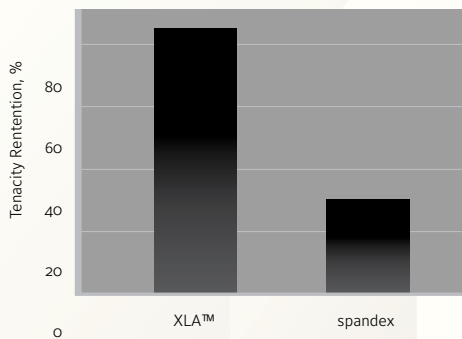
#### 4. Exceptional Quality

- "We incorporated DOW XLA™ fiber into our two-ply cotton shirts to provide added value and the ultimate in comfort to consumers. We can now offer our shoppers a shirt that doesn't require ironing and also retains its fit and shape." - *Joe Dixon, Senior Vice President of Production and Technical Services, Brooks Brothers*
- "We feel that incorporating DOW XLA™ fiber into our shirts is a great solution for customers. This cotton rich non-iron shirt is easy to care for while addressing the needs for comfort, quality and style. We are pleased to have found XLA™, a partner who shares our philosophy of creating effective design solutions for the market." - *Al Moretti, Group President, Phillips Van Heusen Dress Shirts*



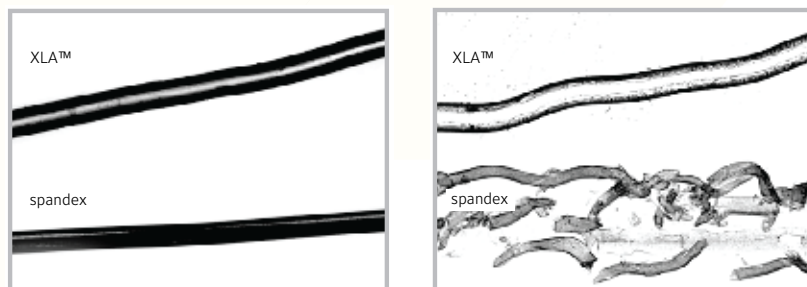
Analytic Data:

**Graph A:**  
Resistance to Process Chemicals



DOW XLA™ fiber retains a high level of tenacity after exposure to Sodium Hypochlorite for 24 hrs, pH10, 2g/l, 50°C (120°F)

**Graph B:**  
Comparative Resistance to High Temperatures



Fibers were placed on a slide side by side, covered with slip cover and inserted into a hot stage microscope at 220°C (430°F) for 3 minutes. The slip cover was then pressed gently with a probe leading to the disintegration of spandex but not DOW XLA™ fiber.

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