

# TECHNOLOGY IN OUR LIVES

## Helping Fabrics Resist and Release Stains

(NAPSA)—In the past, technology was about complicated gadgets, software and wiring. But today it's about simplicity and ease in everything from the food we prepare to the clothes we wear.

Take the new StayClean technology developed by Hanes Her Way, makers of T-shirts, underwear, socks and fleece. The technology enables a variety of fabrics to resist and release stains so that clothes look newer longer. To date, Hanes Her Way has introduced StayClean fleece and shoes with plans to expand the line into T-shirts and shorts for women and girls along with men's items under the Hanes brand.

"For most of us, the clothes that get dirtiest are the shoes and fleece we're wearing working in the yard, cleaning the house or playing a good game of touch football," said Karen Stuckey, president of Hanes Her Way casualwear. "At Hanes Her Way, we're developing new technologies that make these everyday essentials wash cleaner, look newer and last longer."

Hanes Her Way is one of a growing number of companies introducing stain-resistant clothing, and was one of the first to integrate the technology within its highly successful fleece line. The key to StayClean is its ability to remain virtually undetectable to the hand—soft with no hard or filmy coatings—and still offer maximum protection against stains.

Another point of differentiation



**New technology integrated into fabric helps resist and release stains.**

for Hanes Her Way and StayClean is price—the company has incorporated StayClean as part of its everyday line which is typically priced from \$7 for fleece bottoms and tops to \$12 for a hooded fleece jacket. It took more than two years to develop the StayClean technology so that it would maintain the softness and comfort of the fleece fabric while keeping costs low.

Stuckey said StayClean works because the technology is completely integrated into the fabric itself which means no exterior residue or roughness. "We literally threw every type of stain we could at StayClean—grape juice, mud, coffee—and they all cleaned up beautifully."

For more information about StayClean, call 1-800-994-4348 or visit [www.Hanes.com](http://www.Hanes.com).