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## **Milliken to Showcase the Value of Enhancing Bedding With Color, Comfort and Protection at ISPA EXPO 2018**



Foam Mattresses Manufactured by  
Torres Espic SL (TorresEspic.es)  
with Reactint® Colorants by Milliken

**Spartanburg, S.C.** - At ISPA EXPO 2018, in booth #2401, Milliken & Company will showcase the value that its industry-leading colorants, antimicrobials, antioxidants and textiles bring to the bedding industry through a display of three mini mattresses using these materials.

With the evolution in consumer buying habits, as demonstrated by the growth of online mattress shopping, mattress OEMs are incorporating dramatic color and extended protection with enhanced comfort into their products. By using Milliken's technologies, these manufacturers can further appeal to consumer preferences and help

their products stand out online and in traditional stores.

Strategic use of color can showcase a mattress' performance features by emphasizing different foam layers and toppers. For example, Milliken Reactint® colorants, the most widely used polyurethane (PU) colorants in the world, create highly saturated hues that are ideal for calling attention to functionality and driving brand awareness. Unlike pigments, Reactint colorants will not interfere with the PU structure, and can be blended on the fly to produce an endless variety of tints.

Milliken's Reactint colorants will also be featured at ISPA EXPO 2018 in Fenken-Kirfel America's booth #1422. This global company, headquartered in Germany, specializes in cutting equipment for PU foam.

Also on display at ISPA EXPO 2018 will be foam cores made with Milliken's Milliguard® AOX antioxidants and AlphaSan® antimicrobial additives. As concern for in-home air quality increases, Milliguard gives consumers confidence that their PU foam mattresses will be free from potentially harmful emissions and will resist yellowing. AlphaSan antimicrobial technology uses the power of silver to protect against bacteria and other microbes that can cause odors and discoloration. AlphaSan AF (antifungal) technology offers stable dispersions with zinc pyrithione for use in various bedding applications.

Comfort is always top of mind in the mattress industry. Milliken's Innovarest textile portfolio includes engineered nonwoven comfort layers with Loftec™ technology, mattress components and flame-resistant (FR) barriers. Nonwoven Loftec comfort layers incorporate a proprietary fiber blend to offer excellent air flow and moisture management.

Milliken offers customers a network of plants and a CPSC certified in-house burn lab for 16 CFR 1632 and 16 CFR 1633 testing for more rapid innovation and efficient production. Milliken will display at ISPA EXPO its FR Knit Sock solution for foam core and Bed in a Box compliance with FR standards.

For more information on Milliken Innovarest, visit [innovarest.milliken.com](http://innovarest.milliken.com).

Experts from Milliken's textile and chemicals businesses will be available throughout ISPA EXPO 2018 to discuss these advanced technologies and the value they bring to the bedding industry. ISPA EXPO 2018 runs from March 14 to 16 in Charlotte, N.C.

### **About Milliken**

Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Working from our laboratories, application and development centers around the world, our scientists and engineers create coatings, specialty chemicals, and advanced additive and colorant technologies that transform the way we experience products from automotive plastics to children's art supplies. With expertise across a breadth of disciplines that also includes floor covering and performance materials, the people of Milliken work every day to add true value to people's lives, improve health and safety, and make this world more sustainable. For more information, visit [chemical.milliken.com](http://chemical.milliken.com) or [www.milliken.com](http://www.milliken.com).

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High resolution photography is available by contacting Amy Godfrey at [agodfrey@ahminc.com](mailto:agodfrey@ahminc.com).