

Moov&Cool supporting elite sport in the UK and Belgium

Textile finishing expert, Devan Chemicals, has been supporting high performance sport in the UK and Belgium with its 'cool comfort technology' Moov&Cool.

Worldwide, hot temperatures are a new reality that brings extra challenges for athletes. Top-notch thermo-regulation technology is becoming more and more important in order for athletes to perform at their best on the pinnacle of sports.

Working alongside the English Institute for Sport (EIS) and Sally Cowan Ltd, the technology is being applied to garments with the aim of improving the thermal comfort of elite athletes.

Moov&Cool consists of a multi-functional polymer technology that proposes to absorb heat during performance and improve the moisture management properties of the fabric. The

treatment has been designed to simultaneously react to sweat build up and heat emission.

Jonathan Leeder, Performance Innovation Consultant at the EIS, said: "Through our partnership with Sally Cowan Ltd, we have been really pleased to work with Devan and find out more about their Moov&Cool technology and the feedback from the sports that we work with has been positive."

In Belgium, Devan has been involved in the Gold2Gold project carried out by Sport Vlaanderen. Gold2Gold is a unique collaboration between sports, government and the industry to prepare Belgian athletes to perform better in hot environments during world-level championships. Thermo-regulating technology is increasingly becoming a key aspect of endurance performance for elite athletes. At that top level, small

differences in body core temperature can make the difference between being on the podium or sometimes not even finishing the race.

"We are happy to see that our Moov&Cool technology is finally taking off in the market", says Sven Ghyselincx, CEO of Devan. "With all the test work that has happened by the Sport Science Institutes like the Bakala Institute in Belgium and the University of Nottingham in the UK, we are happy it can now perform on the highest levels of sport. We are very satisfied that the pre-competition test results carried out by athletes in different sports disciplines speak for themselves."

In other news, Devan has recently been acquired by Pulcra Chemicals in a move that CEO Sven Ghyselincx says is "the natural next step" in its company development. ♦

Pulcra acquires Belgium-based textile chemical company Devan

Pulcra Chemicals, with headquarters in Geretsried (Germany) announced its first acquisition in its history by acquiring Devan.

Devan is known from its antimicrobial range BI-OME®, its large sustainable track record with probiotics solutions, a wide range of recently introduced bio-based textile finishes and a long standing in thermo-regulation and flame retardants. Devan has offices in the UK, Portugal, the US and a team in Shanghai. Devan was founded in 1977 and has been owned by Pentahold, a Belgian private equity fund, since 2013.

"We are thrilled to make this announcement with our mutual trust to grow our business as a solution specialist for our customers across broad range of textile markets. The acquisition of Devan

will support our vision of being the leading international benchmark for sustainable chemistry," said Umit Yaldiz, chief executive officer of Pulcra Chemicals Group. "Both organizations have deep histories of creativity, innovation excellence and a shared commitment to care for our communities. With our combined platform, Pulcra will become a stronger partner for our customers, uniquely positioning us to address our customers' evolving needs."

"For us, Pulcra Chemicals is the natural next step in the development of Devan," said Sven Ghyselincx, CEO of Devan. "After a long and successful ownership by Pentahold, we are pleased to integrate into a larger textile chemistry player like Pulcra Chemicals. This new home will allow the innovative Devan finishes to find a faster way into the global textile market and will help the textile industry to benefit from more sustainable products." ♦

