



NISSHINBO

Press information

The launch of Apollocot, the next-generation wash-and-wear shirt

Nisshinbo Textile Inc.

形態安定シャツ販売数量1億枚の実績が

ついに想像を超える美しさを生み出した!

The record of selling 100 million shape-retaining shirts has at last created a beauty beyond imagination!



1億枚の販売実績が
想像を超える美しさ
を生み出した!

Challenging the “impossible” that everyone thought was a dream...

It has been sixteen years since the appearance of the shape-retaining shirt. During the years, we have continued to make improvements and have sold over a 100 million shape-retaining shirts.

With these solid technology and achievements, we took on the challenge of creating a Grade 4 W&W in pure cotton, which was believed to be impossible (conventional shape-retaining shirts are Grade 3.2). In the summer of 2006, we launched a project called the Apollo Program and have carried on with development.

As a result, we finally achieved the long-planned W&W Grade 4 that is crease-free after a wash, and the new generation no-iron shirt Apollocot that is on a different level to the rest was born.

Note: W&W Grade: An index of the degree of Wash-and-Wear property

The condition of creases after a wash is graded in five stages using six types of replicas for evaluation.

The greater the number, the less creases a textile has.

A value given after carrying out tests and evaluations based on the “Shape-retaining dress shirt evaluation method” established by the Apparel Fabrics Quality and Performance Advisory Council (Apataikyo).

<The origin of the name *Apollocot*>

In 1961, the US president John F. Kennedy announced the Apollo Program.

Eight years later on July 20th, 1969, Apollo 11 landed on the moon. Mankind reached a celestial body other than the Earth for the first time.

Apollocot was named after this greatest triumph.

Background of the development

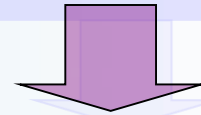
<Consumer needs>

- Budgeting on expenses (saving on drycleaning and utility costs)
- Increase in the number of dual-income and single-person households that have less free time.
- Of all household chores, not good at ironing (latent demand in life)
- Desire for the “real McCoy” (pursuit of true quality)



<Consumer scepticism>

- Isn't the retail market flooded with low-quality shape-retaining shirts?
- Won't it need ironing even though it is supposed to be ironing-free?



A no-iron shirt of a higher order has significance because we are in such times.

エッ!

シワがない?!

1億枚の販売実績が

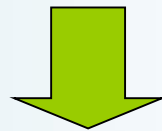
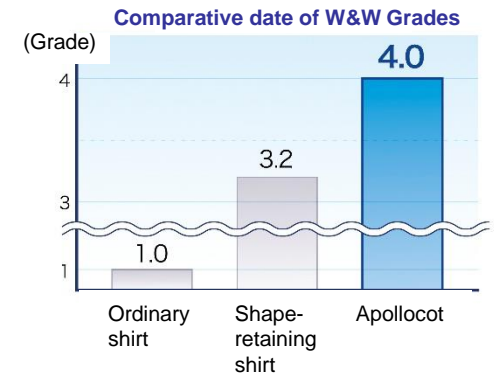
想像を超える美しさ

を生み出した!

Characteristic 1

Astonishing W&W grade: The untouched territory of Grade 4 is conquered!!

What is W&W Grade 4?



A level of W&W with no sign of creases = Can be worn without ironing



1億枚の販売実績が
想像を超える美しさ
を生み出した!

Characteristic 2

W&W Grade 4 in pure cotton delivers the following advantages.

Superb pleat-retaining property: Pleats stay crisp even after repeated washing
(Pleat Grade 4: Based on the JIS L 1060 C method)

Seams stay puckering-free: The seams stay puckering-free even after repeated washing
(Puckering Grade 4): Based on the Apataikyo method)

Shape-retaining: Keeps its beautiful shape for hours of wear and looks its best.

Comfort: Feels pleasant to wear for its soft cotton feel and absorbency.

Eco-friendly: Ironing-free means it saves on electricity and reduces CO2.



1億枚の販売実績が
想像を超える美しさ
を生み出した!

エッ!



シワがない?!

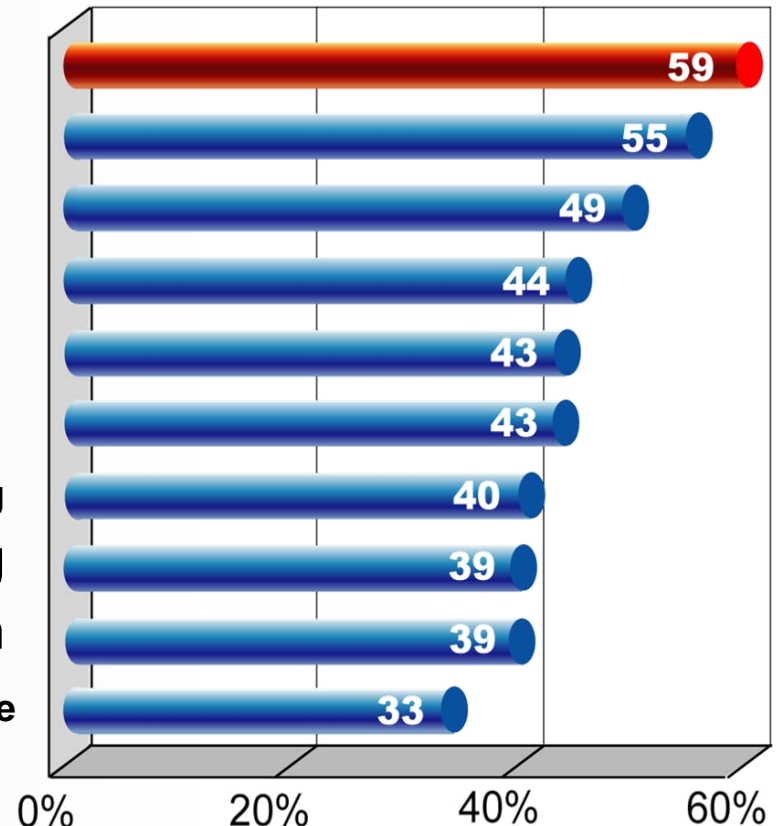
1億枚の販売実績が
想像を超える美しさ
を生み出した!

Characteristics (additional information 1)

Ironing is the most dreaded of housework

Top 10 most dreaded housework
<According to C-NEWS>

- Ironing**
- Sewing
- Cleaning the toilet
- Cleaning the kitchen
- Folding the laundry
- Cleaning the bathtub
- Washing the dishes / clearing up after cooking
- Gardening
- Cleaning the room
- Sorting out the garbage / taking out the garbage

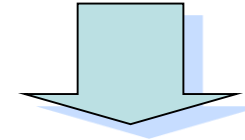
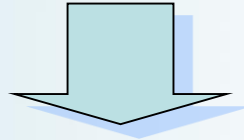


Characteristics (Additional information 2)

Advantages of Apollocot

If it costs ¥150 to have a shirt professionally laundered

If it takes 10 minutes to iron a shirt



Wearing an Apollocot shirt 50 times

**Could save you
¥7,500**

Wearing an Apollocot shirt 50 times

**Could save you 500
minutes
(8 hours and 20 minutes)**



1億枚の販売実績が
想像を超える美しさ
を生み出した!

Technology

Engineers combined forces to create the best no-iron shirt. They started a comprehensive research from the selection of cotton to spinning, weaving to processing and sewing.

In the key technology of processing, approximately 15,000 laboratory tests were carried out to turn the impossible into reality to find a new method that would substantially improve the W&W property (nano-level control technology was applied).

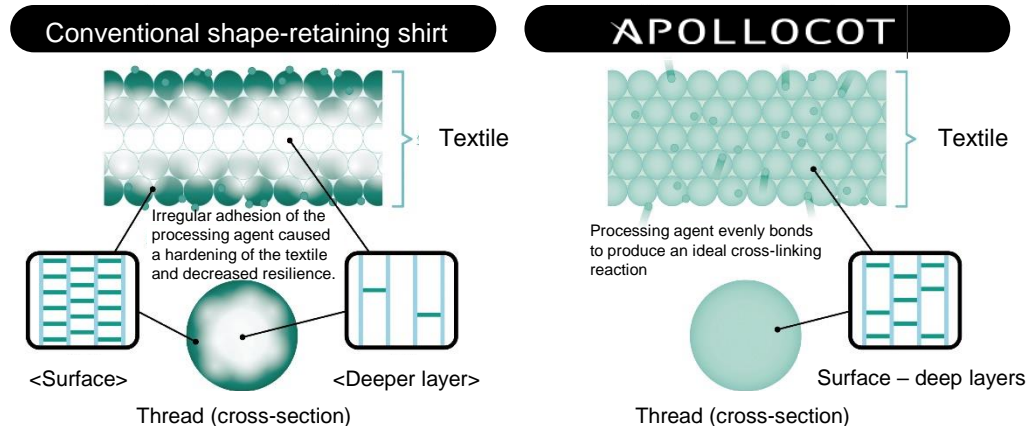
Mass production technology for the processing of the textile and sewing know-how were later established to perfect a revolutionary crease-free shirt.



1億枚の販売実績が
想像を超える美しさ
を生み出した!

Apollocot's key technology

Modification of cotton by the processing



With conventional technology, a lot of the processing agent bonded to the surface of the textile unevenly and did not penetrate to the deeper layers of the textile or the threads. This caused irregularity in the cross-linking reaction and prevented the improvement of shape-retaining properties.

The new technology succeeded in getting the processing agent to penetrate and bond to the textile and deeper layers of the threads. It enabled cross-linking reaction to occur from the core of fibers to achieve an advanced level of no-iron performance, which conventional processing technologies could not accomplish.