
What is Alta™?

Alta™ is the latest water-based repellency technology that repels both water & oil-based stains. It is the only technology that is engineered to provide the correct level of protection for each application (environment) that it is specified in.

How is Alta™ different?

- Alta™ is the newest generation of repellency technology in the marketplace.
 - Alta™ is designed for each application ensuring the correct level of performance and fire code compliance at the most economical solution so that you only pay for what you need.
 - Alta™ uses more water and less chemistry than other finishes and provides exceptional repellency performance to water and oil-based stains.
 - Alta™ is a water based technology.
 - Alta™ improves abrasion, pilling, seam strength, and fraying for upholstery.
 - The designer no longer needs to worry about finishes.
 - Alta™ is correctly engineered for each fabric and application.
 - Alta™ is designed to bond effectively to most fibers including natural, cellulosic, and synthetic fibers.
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What is the difference between Alta™ and generic soil and stain finishes?

Generic soil and stain finishes are topical, temporary, and will wash off or wear off. Alta™ is bonded permanently to the fiber and will last the life of the fabric. Unbranded soil and stains can often make fabrics burn. Alta™ makes fabrics meet the correct fire code. Unbranded soil and stain finishes do not make any claims to efficacy.

Alta™ displays each level of benefit and how it is tested.

Is Alta™ environmentally friendly?

Yes, Alta™ meets CAL Prop 65, the EPA and The European Union's REACH standards for safe chemistries. Alta™ is water based and uses less chemistry than competitive products. Alta™ does not contain PFOS, PFOA, VOCs (volatile organic compounds), heavy metals, formaldehyde, or phthalates.

Is Alta™ bad for my health?

No, Alta™ is not toxic to humans, animals, or the environment.

- Alta™ will not bio-absorb.
 - Alta™ is not carcinogenic.
 - Alta™ does not bio-accumulate.
 - Alta™ is not bio-persistent.
 - Alta™ is not mutagenic.
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Is Alta™ permanent?

Yes, the Alta™ technology is bonded permanently to the individual fibers, it will not wear off or wash off. Alta™ is durable to spot cleaning, commercial laundering and dry cleaning.

Does Alta™ meet fire codes for various applications?

Yes, Alta™ is designed to provide high performance repellency and meets fire codes. Please contact Applied Textiles for more information or questions.

How do I clean a fabric that has been treated with Alta™?

Alta™ technology enhances the cleanability of fabrics and reduces the need for harsh chemical cleaners.

Clean up is a breeze:

- Gently absorb liquid spills with a dry, clean, absorbent cloth.
 - If any residual spot remains, flush with warm water and then blot with a dry, clean, absorbent cloth.
 - Repeat, if necessary.
 - For stubborn stains: follow the steps above and then use 2-3 drops of a mild detergent with a cup of water and apply to the soiled area. Gently work the solution into the area and wait a minute and then blot the spot with a clean, dry, absorbent cloth. Repeat until spot is gone.
 - After cleaning, be sure to rinse thoroughly with water and blot to remove soap residue.
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How does Alta™ achieve its repellency?

The Alta™ technology changes the surface energy of the fiber to repel water and oil-based stains.

Since Alta™ provides repellency, why do I need a liquid barrier for Alta™ F+B, Alta™ Healthcare or Alta™ Senior Living?

Liquid barriers are critical to keeping high use areas clean and to keeping stains from being pushed below the surface of the fabric and into the cushion. We would suggest using liquid barriers for food and beverage areas, healthcare and senior living environments and other areas where constant cleaning is required. Our proprietary liquid barrier is called Durablock® and is very durable to cleaners including bleach and other healthcare cleaners.

Can you treat a bleach cleanable fabric with Alta™?

Yes, Alta™ will not affect the properties of a bleach cleanable fabric.

Has Alta™ been tested with healthcare cleaners?

Yes, healthcare environments use three families of cleaners: quaternary cleaners, bleach cleaners and peroxide. Alta™ has been tested and is durable to all these types of cleaners.

Speaking of healthcare, what is the antimicrobial used in Alta™ Healthcare and Alta™ Senior Living?

We add a durable antimicrobial that is effective against not only bacteria and microbes but also effective against mold, mildew and fungi. We also add the antimicrobial to Alta™ Outdoor to fight mold and mildew and fungi that can occur on outdoor fabrics.

How durable is the antimicrobial in Alta™?

The Alta™ antimicrobial technology has been tested to over 75 healthcare launderings with a 99.5% efficacy rate.

My healthcare client does not want an antimicrobial. Can Alta™ be specified without it?

Yes, Alta™ Healthcare or Alta™ Senior Living can be specified without antimicrobial if the client prefers not to have it.

What if a fabric already has a finish on it. Can I add Alta™?

Yes, Alta™ can be applied over all finishes. Alta™ provides these fabrics with a more durable and permanent repellent to water and oil-based stains.

Are there any fibers you cannot treat?

We can process 98% of all textiles, but in order to do so, we need to know the fiber content of the fabric. We will not run an order without knowing the fiber content. If you should have a question about a specific fabric or fiber content, please contact **Hannah Schroeter at 616.559.6134** or call the **Alta Hotline at 866.891.6266** and we will review your fabric specification with you.

Can you treat coated fabrics?

Presently, we cannot treat faux leathers made from Polyvinyl Chloride (PVC) or Polyurethane with Alta™.

What is the minimum yardage needed to treat with Alta™?

We ask for 2 yards to maintain pattern and weave alignment. Special accommodations can be made by contacting your account manager.

What is the lead time for Alta™?

Processing time is 48-72 hours.

Where is Applied Textiles located?

We are global and have four locations:

- Grand Rapids, Michigan- our headquarters
- Graham, NC
- Hangzhou, China
- Prato, Italy
- Brusa, Turkey

Can Applied Textiles work with wide width fabrics?

Yes, we can handle fabrics from 25" to 155" wide. Please contact your account manager for more information.

For more information, please visit:

applied-textiles.com

applied-lab.com