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SANITIZED and RUDOLF join forces to extend textile performance and wearability

New innovations for lasting freshness and advanced weather protection: SANITIZED Odorex™ EON and RUDOLF RUCO-DRY® ECO CWS address key consumer expectations for long-lasting textile performance.

Burgdorf, Switzerland / Geretsried, Germany, October 13, 2026 – Long-lasting performance textiles require solutions that address a wide range of consumer expectations, from lasting freshness and comfort to reliable protection against the elements. SANITIZED and RUDOLF are highlighting their latest innovations, demonstrating how specialized textile technologies can support the functional durability and wearability of modern apparel.

From consumer expectations to textile performance

Consumers today expect more from textiles than ever before. Performance apparel, outdoor garments, and technical textiles must remain comfortable, functional, and reliable throughout repeated wear and use. Freshness, weather protection, and long-lasting performance have become essential factors that influence purchasing decisions as well as the overall perception of product quality.

Recognizing these evolving expectations, SANITIZED and RUDOLF continue to develop technologies that address real-world challenges faced by brands and consumers alike. Their latest innovations are designed to enhance the functional value of textiles by improving comfort, protection, and wearability over time.

Freshness that goes the distance

Performance apparel is exposed to repeated cycles of wear, perspiration, weather exposure, and laundering. Over time, these influences can impact how consumers perceive a garment's performance and comfort, even when the textile itself remains physically intact.

Persistent odor is one of these challenges. Sebum and odor-causing residues can accumulate on textile fibers over time, contributing to long-lasting odors that may remain even after washing. This phenomenon, often referred to as "permastink", can limit the continued wearability of otherwise functional garments.

With Odorex™ EON, SANITIZED introduces a biocide-free Dual-Action Technology designed to address this challenge. During wear, the technology adsorbs and neutralizes odor molecules, helping textiles maintain a fresh feel. At the same time, Odorex™ EON creates a protective layer that supports the removal of sebum residues during laundering, helping to prevent the gradual buildup associated with persistent odor.

By addressing both immediate odor and long-term odor accumulation, Odorex™ EON contributes to a broader understanding of durability. Beyond physical properties such as



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strength or abrasion resistance, functional durability also means ensuring that garments remain comfortable, wearable, and desirable throughout their lifecycle.

“Durability is often discussed in terms of physical properties such as strength or abrasion resistance. But a garment that is technically intact has little value if persistent odor means it is no longer worn,” says Stefan Müller, Head of BU Textile Additives, SANITIZED AG. “With Odorex™ EON, we are broadening the conversation around durability by addressing one of the factors that can affect a garment’s continued wearability.”

Built for lasting performance in challenging conditions

Another key factor influencing long-term wearability is reliable protection against moisture and exposure to the elements. Complementing SANITIZED's latest innovation, RUDOLF introduces RUCO-DRY® ECO CWS: a high-performance, water-repellent and waterproof technology which can be marketed under the globally recognized BIONIC-FINISH® ECO brand. This technology combines advanced water repellency with excellent hydrostatic pressure resistance for cotton fabrics, helping textiles maintain their protective function in challenging conditions.

Designed for applications such as outdoor apparel, technical textiles e.g. tents, awnings, and umbrellas, RUCO-DRY® ECO CWS supports durable weather protection while meeting the performance expectations of modern consumers.

Together, the innovations presented by SANITIZED and RUDOLF highlight different approaches to extending textile performance and supporting the long-term functionality and desirability of garments and textile products.

“In technical textiles, durability is measured by performance under real-life conditions. Whether used in tents, outdoor equipment, or other demanding applications, materials must provide reliable protection against rain and moisture throughout their service life. With RUCO-DRY® ECO CWS, we offer a solution that combines durable water repellency with outstanding hydrostatic pressure resistance, helping manufacturers create weather-resistant textiles that are built to last.”

- Luka Kovacevic, Global Head of Application Center Technical Textiles at RUDOLF.

Odorex™ EON will be officially launched at Performance Days Munich, October 13-14, 2026. Visitors can discover the new technology at the SANITIZED booth: Hall A6, Booth C05.



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Notes for editors

About SANITIZED

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SANITIZED AG is a Swiss specialist in solutions for odor management and material protection. Building on more than 90 years of expertise, the family-owned company develops technologies for textiles, polymers, and coatings and works with customers and partners worldwide to enhance the functionality and durability of materials.

Beyond its technologies, SANITIZED provides comprehensive customer support, including standardized quality testing, technical and regulatory consulting, and marketing expertise. Manufacturers and brands worldwide have trusted the Sanitized® ingredient brand for decades, using it to communicate added value and differentiate their products in the market.

www.sanitized.com

About RUDOLF

RUDOLF remains true to its values of quality, innovation and sustainability and continues to develop game-changing technologies to transform the textile industry and meet the growing demands for environmental sustainability.

With more than 2,000 employees, 18 production sites, and 50 sales offices, **RUDOLF** provides logistical and technical support to its customers worldwide.

The combination of scientific expertise and customer proximity makes **RUDOLF** an experienced and competent partner in the textile finishing industry. The company is proud to offer products that comply with OEKO-TEX® and GOTS standards, is committed to the ZDHC and is a partner of the bluesign system. **RUDOLF** is a founding member of the Transformer Foundation and lives the philosophy of the Responsible Care initiative, which stands for responsible behaviour in the areas of environment, safety and health.

www.rudolf.com

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