

## NY Market: Indo Count debuts sheets made with HeiQ antiviral technology

New products are made with HeiQ V-Block and HeiQ Pure



Home Textiles Today Staff // News & Commentary • September 15, 2020



Mumbai, India and New York – [Indo Count Industries Limited](#) is partnering with textile technology innovator [HeiQ](#) on a collection of all-cotton sheets

made with two HeiQ technologies.

HeiQ V-Block offers proven antimicrobial properties and has been laboratory tested against SARS-Cov2 virus and proven effective against 99.99% microbes as per the ISO18184 test method on HeiQ fabrics.



HeiQ Pure is an innovative technology that inhibits the growth of bacteria and controls odors.

“With our company’s mission to provide all our customer relevant product quality and services – and innovation being our core competence – we are truly confident of achieving this through our collaboration with a research and technology driven company like HeiQ,” said Mohit Jain, Indo Count vice chairman.



Both technologies extend the life span of bed linen as the need for frequent washing is reduced, offering a solution to the environmental pollution currently on the rise due to the incorrect disposal of single-use items, the company said.

“HeiQ is delighted to partner with Indo Count to treat their products with both HeiQ V-Block and HeiQ Pure to protect and improve the quality of sleep for consumers,” said Carlo Centonze, HeiQ Group co-founder and CEO. “We also look forward to strengthening the collaboration moving forward.”

Home Textiles Today is the market-leading brand covering the home and textiles markets, offering a comprehensive package of print and online products. Home Textiles Today provides industry news, product trends and introductions, exclusive industry research, consumer data, store operations solutions, trade show news and much more.