



HOHENSTEIN

FOR IMMEDIATE RELEASE

Contact: Casey Strauch
+1 612 239 8830
C.Strauch@Hohenstein.com

Under Armour and Hohenstein present test kit for textile microfiber shedding

BOENNIGHEIM, Germany (December 18, 2023) – In cooperation with testing provider Hohenstein, Under Armour is launching a new fiber-shed test kit. It will help textile companies along the supply chain to develop lower shed materials. The companies can use the test kit on their own or commission Hohenstein to test in the lab.

During the production, wear and laundering of synthetic and natural fabrics, fiber shedding occurs in varying degrees. Hohenstein and Under Armour expect that their test method will help the industry better understand and reduce its contribution to the microfiber problem.

“Until now, integrating fiber-shed testing into industry research and development activities has required a significant time and cost investment,” said Kyle Blakely, Senior Vice President of Innovation for Under Armour. “At Under Armour, we believe intervening early to mitigate shedding is critical, which is why our test method is designed to specifically address these time and cost barriers.”

“We are proud to support Under Armour and its suppliers with neutral, third-party testing and technical advice. As a leading research and testing lab for textile fiber release, this new method perfectly complements our current portfolio,” emphasizes Dr Timo Hammer, CEO at Hohenstein.

The kit is a one-off purchase, after which users can buy additional materials from project partner James Heal. By using the new kit, Under Armour can reliably assess the quality and shed rate of the materials from suppliers.

For Hohenstein customers, the test kit is a useful addition to their microplastics testing. It is a quick and relatively inexpensive preliminary test that ensures better early-stage results for the end product.

A Hohenstein Academy video takes users through the process step by step to ensure accurate results.

###

Hohenstein Institute America

304 Sroufe Street
Ligonier, IN 46767
Phone: 800.731.9468
E-mail: USA@Hohenstein.com
www.Hohenstein.US

Contact:

Casey Strauch
Phone: 612.239.8830
E-mail: C.Strauch@Hohenstein.com



For the test, the textiles are cut into round pieces and stirred by magnetic mixers in a glass of liquid. After this process, the fibers are filtered and visually assessed.

© Hohenstein

About Hohenstein

With more than 40 offices and laboratories, Hohenstein is an international partner for independent testing, certification and applied research around the human-product-environment interaction. They develop science-based methods and standards that consider the user in real life, not just in the lab. Through standard or customized testing, and interpretation of the results, Hohenstein experts solve problems, verify claims and help partners bring better, safer products to market – more sustainably. Hohenstein is a founding member and leading provider of the OEKO-TEX® portfolio of services, and is certified by the U.S. Consumer Products Safety Commission (CPSC ID #1058) as a third-party, independent laboratory for CPSIA compliance verification. [Hohenstein.US](https://www.hohenstein.us)