

When the comfort of naturalness meets the ease of synthetic

COTON, LINEN, STRETCH, LYOCELL, DENIM, PROFESSIONAL GARMENTS, TECHNICAL APPLICATIONS



Beau-Fixe, the treatment that reinforces the qualities of your cotton, linen, and ramie products and opens up new markets to fashion

Which one do you prefer? These two fabrics have been washed and dried the same way ...



Untreated

Treated

Natural fibres prefer the natural Beau-Fixe treatment to the torture of the iron.

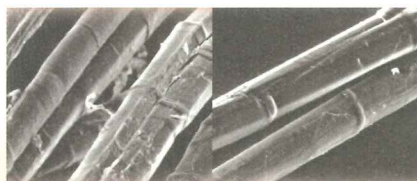
Your customers do too ...

Offer your customers fashion that suits their lifestyle ...

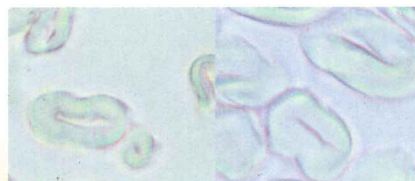
These days naturalness means health, well-being, and simplicity to your customers. They no longer have the time or the desire to torture their fabrics with an iron.

With the Beau-Fixe treatment offer them fashion that suits their lifestyle and take advantage of the new added value for your sales.

The Beau-Fixe treatment permanently alters the fine structure of the fibre by impregnation in liquid ammonia at -33°C. The treatment is absolutely reliable and causes no damage to the fabric. The newly conferred qualities depend on the characteristics of the treated material and on the adjustment of finishing processes in order to obtain the desired properties.



Cross-section of untreated and treated cotton fibres



Beau-Fixe facilitates maintenance

- Fabrics no longer wrinkle when worn*
- Ironing is easy, even superfluous*
- Better resistance to machine washing
- Faster drying
- Dimensional stability is greatly improved*.

Beau-Fixe improves the appearance and the touch

- The touch is softer and more supple.
- Products are lustrous and have a more luxurious appearance.
- Mechanical properties are improved.
- Increased dye affinity.



Linen item that has been washed but not ironed, untreated on the left and treated on the right

The treatment causes a swelling of the fibre and a shrinking of the fabric in width. This has the advantage of stabilising the fabric during later washings. It must be noted that the shrinking is constant for an identical type of fabric.

Multiple applications

The process is ideal for all 100% cotton fabrics for "no-iron" blouses and shirts. Summer clothing in 100% natural plant fibres is appreciated for wearing comfort and easy care. The same applies for household linens. Beau-Fixe-treated 100% cotton workwear is becoming increasingly established in demanding situations (hospitals, kitchens, bakeries, airline personnel), and for the cost savings in laundering it brings (less wear and tear, tunnel drying without ironing). Easy-iron linen also enjoys increasing popularity.

Natural and practical

The particular qualities of natural fibres are enhanced. 100% natural fibres can be used without their traditional drawbacks.

Dimensional stability

The dimensional stability is highly improved*.

Dry crease recovery

All the advantages of clothing that does not crease during wear*.

Colour resistance

Dye affinity is enhanced and colours offer better resistance over time and washings.

Elegance

Products are lustrous and have a more luxurious appearance. They are softer to the touch and more supple.

Machine washing

Fabrics are stronger and easier to care for. They dry more quickly. Machine washing of linen has become possible.

Easy care or non iron

The crease recovery obtained enables workwear garments to be processed in tunnel finishing. It eliminates or greatly reduces the need for home ironing (*).

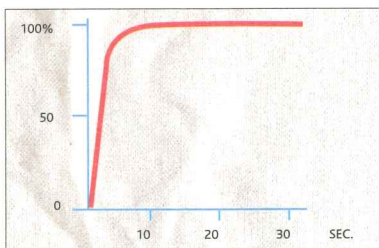
Better quality

The improvement in mechanical properties increases wear life and reduces wear due to abrasion.

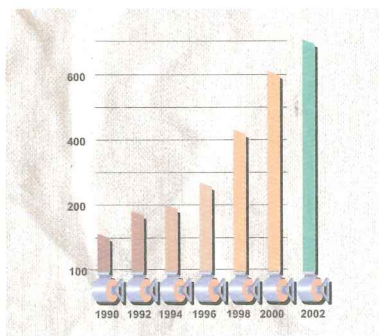
**Effects reinforced thanks to synergy between the Beau-Fixe treatment and an appropriate resin treatment.*



More than 15 years of tried and trusted industrial practice and reliable results



• An efficient process that transforms the fibre in less than 10 seconds..



A Dipping in liquid ammonia at -33°C.

B Evaporation of ammonia.

C Rinsing in pure water.

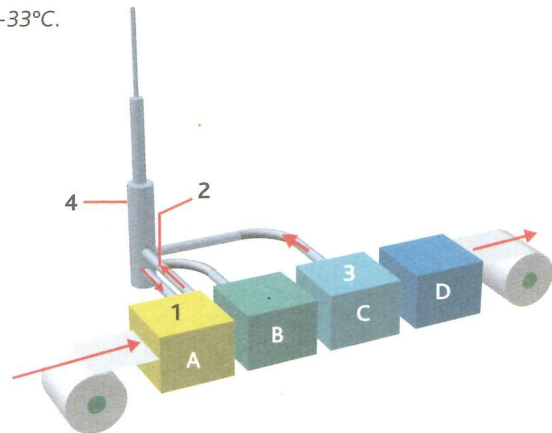
D Drying.

1 Liquid ammonia at -33°C.

2 Ammonia vapour.

3 Ammonia solution.

4 Recovery, purification and recycling of ammonia.



• A quintessentially ecological process

A necessary intermediate in the development of living tissue, ammonia is a product widely present in nature. It is completely eliminated from the textile material after treatment. It is then recovered, purified and recycled back into the process without causing pollution to either air or water.

• A versatile process

Cotton, linen, ramie, regenerated cellulose. Beau-Fixe is the only process for treatment of both knitted and woven fabrics. Our team can advise you on adapting your finishing process to the new fibre properties.

• Quick service

Collection, treatment and return of goods usually in 7 days for companies within 1,000 km of Brussels.

Our new production capacity enables us to deal with great demand, even in case of unusual servicing or unexpected and large orders.

• A steady expansion

The increase in processing metres of fabric treated with Veramtex. (1990 = 100)

• A reliable process

Our service is totally reliable in deadlines and quality thanks to our two production lines.

• Öko tex 100 certification

Guarantees the absence of all dangerous products on the fabric. Öko tex 1000 guarantees the ecological character of the process.

Veramtex is the only Belgian company to have obtained the Öko tex 1000.

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