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Profile of Directa Plus: a pioneer in graphene-based treatments and membranes for performance apparel

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Abstracts

Directa Plus is a group with a holding company in London, UK, which manufactures graphene-based elastomers, masterbatches, membranes, technologies and treatments. The group's treatments and membranes impart an impressive number of properties-including bacteriostatic properties and the ability to dissipate static electricity-and are being used in the manufacture of performance items such as sportswear, workwear and outerwear. The group has established key partnerships with a number of companies, including the workwear provider Alfredo Grassi and the sportswear specialist Colmar. While apparel and technical textiles are key markets for the group, applications for its products also extend to sports equipment and water decontamination applications. Looking ahead, the group plans to expand its portfolio of products and is exploring the use of graphene in smart textiles and clothing for aerospace, health care and sportswear applications. The group is committed to manufacturing products which contain materials derived from natural sources and are free from chemicals. In fact, Directa Plus follows a strict code of ethics which outlines its position on its commitment to environmental sustainability and, in recognition of this commitment, the group has received a number of acknowledgements, awards and certifications. This report analyses the group's corporate structure, and provides insight into its establishment and the development of its diverse portfolio of products. Also, the report examines the markets in which the group operates and its commitment to environmental sustainability and corporate social responsibility (CSR). Furthermore, the report provides an outlook for the future.

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OUTLOOK

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