



Fitesa and LifeSavers Announce Collaboration

The companies start an ambitious journey to transform hygiene products into real-time health monitoring and early warning devices.

Fitesa, one of the world's largest and most innovative nonwoven manufacturers, and LifeSavers, the producers of wipes that tell if you are unwell, have finalized an agreement for the co-development of high-performance nonwovens capable of detecting irregular health markers.

The two companies are collaborating to incorporate Lifesavers' award-winning technology into Fitesa's substrates, resulting in materials that would change color when in contact with abnormal indicators in body fluids such as urine.

LifeSavers is a Jamaican company recently awarded the prestigious IDEA® Short-Life Product Achievement Award for a line of wipes that signal abnormal glucose levels in the urine (a predictor of diabetes). According to Georgia Crawford, LifeSavers' Team Leader, "The collaboration with Fitesa is an opportunity to save lives by extending our innovative detection approach to a wider range of personal care products and health complications".

"We are excited to collaborate with such an innovative start-up. This work has the potential to disrupt the hygiene market and deliver very tangible benefits for the consumers", remarked Rene Ruschel, Fitesa's VP of Technology and Engineering.

Fitesa and LifeSavers innovation teams have already started working on the development of the new line of enhanced nonwovens. The expected date for market release has not yet been announced.

About Fitesa: Fitesa is one of the world's largest spunmelt nonwoven manufacturers. We specialize in developing innovative solutions for the hygiene and healthcare markets by utilizing a broad range of technologies, including spunbond, spunmelt, meltblown, carded, airlaid, spunlace, films, and elastics. Headquartered in Porto Alegre, Brazil, Fitesa employs over 2,600 people in 23 manufacturing locations across 13 countries: Brazil, Germany, Hungary, India, Italy, Mexico, Netherlands, Peru, Sweden, United States, United Arab Emirates, Thailand, and China. For more information about Fitesa and its products, visit the website www.fitesa.com.

About LifeSavers: LifeSavers is an innovative Jamaican Start Up specializing in the creation of health-detecting personal hygiene products. The entity's mission is to improve the world's citizens' health and quality of life by transforming everyday products into easy-to-use health monitoring devices, thus, giving people the knowledge necessary to save their own lives. The entity received the prestigious IDEA® Short-Life Product Achievement Award for top global innovation of 2019-2021 and was named by The Story Exchange as one of the top 12 Brilliant Businesses of 2022.

For questions or comments regarding this press release, contact marketing@fitesa.com.