

# Milliken Healthcare Products, LLC Updates Branding of Skin, Wound & Burn Care Portfolio



Spartanburg SC--(February 25, 2013) – Milliken Healthcare Products, LLC announced today that it has completed work to refine and clarify the branding of its entire skin, wound and burn care portfolio. It is believed that these changes will facilitate Milliken’s progress towards becoming a significant participant in the North America skin, wound and burn care markets.

Over the past several years, Milliken has developed and expanded its broad portfolio of skin, burn and wound care products based on the Active Fluid Management® technology. This innovative AFM® technology is a three part design that combines two layers of high performance fabric using a micro-knit process which creates a powerful moisture transfer mechanism that pulls away and traps excess exudate. The combination of these fabrics keeps the periwound skin dry, the wound bed moist, and harmful exudate away from a healing wound.

The products in the portfolio include: **Tritec™** (formerly called AFM) and **Tritec™ Silver** (formerly called AFM Ag) wound contact layers; **Ultra™** (formerly called AFM Ultra) and **Ultra™ Silver** (formerly called AFM Ultra Ag) which combine the absorbing capacity of foam with the unique benefits of the AFM technology; and **ASSIST®** dressings designed for management of grafts.

"Our innovative approach to managing moisture in a variety of skin, wound and burn care applications showcases our Corporate Mission to 'do good,' through 'meaningful design' and 'deep science' and should prove out as a highly disruptive technical advancement in this competitive marketplace," stated Dr. Marty Cowan, Business Development Manager, Milliken Healthcare Products, LLC. "It became apparent to our team through a series of market studies, focus groups and interviews with clinicians that the industry is struggling with the management of exudate across all moderately to highly exuding wounds. AFM is a proprietary, technological breakthrough that will change the way our industry addresses this challenge.

## About Milliken Healthcare Products, LLC

Milliken Healthcare Products, a wholly owned subsidiary of Milliken & Company, specializes in the science of moisture management to provide innovative solutions for the skin and wound care market. By combining science with design and insights, Milliken tackles the most challenging issues in skin, wound and burn care today. Every day, our community of innovators is invigorated by the challenge of finding creative ways to enhance people’s lives and make the world around us easier, safer, more sustainable and more beautiful. Milliken & Company has long led the way for “knowledge-based” investment, employing over 100 PhD’s, and has accumulated over 2,200 U.S. patents – and more than 5,000 patents worldwide – since our founding in 1865. Milliken’s nearly 7,000 associates work to create entirely new customer experiences, build for the future and create products that do good for the world. To learn more, visit [healthcare.milliken.com](http://healthcare.milliken.com)