Could breakthrough antiviral workwear help save the hospitality industry?

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A breakthrough development in hospitality and corporate wear has been hailed by its makers as the “secret to the industry’s recovery”.

Clubclass, who specialise in corporate wear for hospitality, transport, security and retail, have developed a range of antiviral uniforms that could transform workplace protection. The new Everyone AV.Tex Collection is coated in a trademarked antiviral layer, which is proven to neutralise coronavirus in as little as two hours.

According to the ONS, one in three hospitality firms fear collapse due to lack of footfall throughout 2020. With continued strain from the UK tier system, business owners are seeking solutions to help keep their operations afloat.

The Everyone AV.Tex collection could be an important part of the answer, with its scientifically formulated resistant barrier.

How does it work?

Each piece in the collection is coated with AV.Tex, which works by targeting the fatty chromosomes that surround viruses. When coronavirus particles come into contact with this coating, they degrade within two hours – helping to stop the spread.

UK Research and Innovation warn that coronavirus can survive on plastic and stainless steel for up to 72 hours – posing a grave concern for public transport, hospitality and retail points of sale. Clubclass corporate clothing offers protection that is 36 times faster, allowing customer-facing staff to interact with crowds with confidence.

Each garment can be washed up to 50 times and maintain the same viral defence. The treatment is also sustainable and kind to all skin types, with no secondary environmental impacts during its manufacture.

The full range

The Clubclass antiviral clothing range is available in suit jackets, trousers and skirts, for men and women. The coating has no effect on the shape or feel of the product – it simply serves to combat the virus. At present, the range works on 99.7% of known viruses within two hours.

Managing Director Douglas Bailey said: “We recognise that clothing may be responsible for transmitting the virus, especially for those in public facing roles. We’re excited to be the first company to offer UK businesses this extra layer of defence – helping to protect their staff and the public.”

The collection is available for pre-order now. Email corporatewear@stuncroft.co.uk or call +44(0)1405 782780. View the full range at Clubclass.

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Notes for editors

Clubclass is part of the Stuncroft group. Stuncroft is a men’s and ladies’ corporate clothing manufacturer. For more than 40 years, they have supplied some of the world’s largest and best-known retailers from manufacturing bases around the world. The business is family owned, with a head office based in Yorkshire, UK.

The antiviral finish on the Everyone AV.Tex Collection is a welcome extra layer of defence, but wearers should still practise all government-recommended defence strategies, such as social distancing and wearing a mask in public.

Browse the collection here - https://clubclasscorporatewear.co.uk/everyone-av-tex/

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