MEDIA ADVISORY

For Immediate Release

B&O chief chemist, Frank Keohan, will speak at IFAI 2018 about a new generation of Stormproof/Breathable™ DWR's

More powerful than today's typical "rainproof" Durable Water Repellents, Stormproof/Breathable™ chemistries provide advanced, longer-lasting protection against pounding wind and rain

(Fall River, Massachusetts, Oct. 10, 2018……) Frank Keohan, Senior Technology Manager at Bolger & O'Hearn, Inc., Specialty Chemicals, will give a presentation on advances in Durable Water Repellents and a new level of finished textile performance called Stormproof/Breathable™ at the Industrial Fabrics Association International (IFAI) Expo 2018.

IFAI Expo takes place October 16-18 at the Kay Bailey Hutchison Convention Center in Dallas, Texas.

Keohan's presentation, **"Creating a New Performance Fabric Category: Stormproof/Breathable™"** takes place Wednesday, Oct. 17, from 1 to 1:30 PM on the show floor in Booth #1755 in the Shade and Weather Protection section of the show.

Keohan's talk describes how Stormproof/Breathable™ chemistries work and why this represents a new category of DWR protection. The presentation also discusses how Stormproof/Breathable™ chemistries compare to existing DWR technologies, the science involved, current DWR testing methods and how Stormproof/Breathable™ chemistries can be used alone to add advanced DWR performance in single-play fabrics or paired with laminates to enhance laminate repellency performance and comfort.

In addition, the presentation looks at how new extreme rainfall weather patterns are fueling demand for higher-performance DWR's in apparel, camping gear, marine textiles, industrial textiles and other textiles routinely exposed to the elements.

As the Senior Technology Manager at Bolger & O'Hearn, Inc., Keohan has led the development of high performance fabric effects including repellents, odor control agents, and adhesives. He holds a BA-Chemistry from Holy Cross College, an MS-Chemistry from Virginia Tech, and an MBA from Rensselaer Polytechnic Institute. Keohan has over 30 years of experience in polymer synthesis, applied chemistry, materials science, and textile finishing.

A PHOTO OF KEOHAN IS AVAILABLE.

The Industrial Fabrics Association International (IFAI) Expo is regarded as the industrial fabric industry's flagship show for commerce, networking and knowledge. This October IFAI Expo is co-locating with CAMX, the composites and advanced materials Expo.

Bolger & O'Hearn is known and respected throughout the industries it serves as a trusted partner and developer of innovative, highly-effective chemical products. A bluesign system partner, B&O is also known for developing chemical products based on environmentally-compliant materials and technologies. Most of their chemistries are water-based, and Boger & O'Hearn strives to continually improve the health, safety and environmental profiles of the chemistries they develop.

About Bolger & O'Hearn

Since its founding in 1969, Bolger and O'Hearn has been selling uniquely efficient and consistently high-quality chemicals. Its personalized service approach has been the pillar of its success. From its traditional beginnings in the textile industry, B&O has expanded into paper coatings, non-wovens and other non-textile manufactured products, all of which find applications in a wide range of industries. Today its diverse and comprehensive product line – totaling over 2,500 products – is sold and distributed globally. Committed to a zero-carbon future, B&O currently produces its products using renewable energy. The solar voltaic array on its facilities allow it to displace more than 100,000 pounds of carbon each year. To learn more, go to bolgerohearn.com.

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