

New product features inspired by the pandemic

Companies are rapidly returning to work and adjusting in the reset environment. Pandemic is having an impact not just on people, business operations but technology and product features too. Grappling with an uncertain future and mounting economic damage, companies are focusing on stabilizing and rebuilding their strategy to emerge strong in the long term.

As organizations are getting equipped in accelerating digital transformations, maintaining continuity of operations, R&D is exploring ways to enhance product features that build safety and help tackle the virus.

Textile industry is working towards antiviral and antimicrobial textile treatment to reduce infectivity. Similarly, in the coating industry, research is progressing towards creating surface coating which repels virus. Antimicrobial coating can be applied to virtually all surfaces like fabrics, plastics, metals and concretes. The automotive industry is working towards anti-microbial elements for the interiors and antifouling technology to maintain good hygiene. Do you want to know what is going on in your space?

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