



## NWCA Release

### **Applied Silver Announced as Official Apparel and Textile Partner for National Wrestling Coaches Association**

Link: <http://bit.ly/AppliedSilverNWCA>

***More than 350 collegiate and 8,500 high school wrestling program members to benefit from SilvaClean's sustained soft surface antimicrobial protection with improved athlete experience***

MANHEIM, PA, June 13, 2017 – The National Wrestling Coaches Association (NWCA), a non-profit organization focused on the advancement of all levels of the sport of wrestling, today announced a new agreement with Applied Silver, the maker of SilvaClean®. Under the terms of the agreement, Applied Silver will become the official apparel and textile partner for the NWCA and provide recommendations on soft surface cleaning and educational resources to more than 30,000 wrestling coaches. These resources will raise awareness of how sustained antimicrobial effects drive cleaner sports gear to help boost the performance of athletes. In addition, every wrestling program that implements the Applied Silver service will benefit from an NWCA alliance and receive a 20% discount on their initial subscription of SilvaClean.

“This exciting partnership underscores our leadership and commitment to educating and connecting NWCA alliance members with the most innovative

technologies and services,” said Mike Moyer, NWCA Executive Director. “As athletic programs and leagues prepare for a new season, we encourage all forward-thinking organizations to address any soft surface contamination concerns with SilvaClean and provide their athletes with the confidence and comfort of the cleanest possible athletic equipment and environment.”

According to the Centers for Disease Control and Prevention, stain- and odor-causing bacteria, mold and mildew are more likely to occur in the “5 C’s”: areas such as sports locker rooms where there is crowding, skin-to-skin contact, compromised skin from cuts or abrasions, contaminated items and surfaces, and lack of cleanliness. Peer reviewed [studies](#) have proven that fabrics are capable of harboring bacteria, mold and mildew.

SilvaClean, an innovation driving the new standard for soft surface protection, is a patented, EPA-approved water-based ionic silver treatment developed and commercialized by Applied Silver. SilvaClean imparts sustained antimicrobial properties to a wide range of fabric items including towels and sports gear each time they are laundered, protecting them in transport, storage and use from odor- and stain-causing bacteria, mold, and mildew. Already validated and adopted by leading [hospital systems](#) and [NCAA sports teams](#), the SilvaClean service is a breakthrough key preventive strategy in the sports sector to help reduce microbial growth in athletic gear that requires no changes in existing laundry processes.

“We welcome the NWCA’s endorsement and are proud to support its ongoing effort to educate its alliance members about the most effective prevention methods,” said Sean Morham, CEO of Applied Silver. “The wrestling community, along with other innovative sports organizations that adopt SilvaClean, can expect greater athlete satisfaction with their program and an increase in the cleanliness and reduction in odor of their gear and locker rooms.”

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## **About National Wrestling Coaches Association (NWCA)**

The National Wrestling Coaches Association, established in 1928, is a non-profit organization for the advancement of all levels of the sport of wrestling with a primary emphasis on developing coaches who work in academic environments. The membership embraces all people interested in amateur wrestling. The three core competencies of the NWCA are: coaching development, student-athlete welfare, and the promotion of wrestling.

For more information on the NWCA, go to [www.nwcaonline.com](http://www.nwcaonline.com).

## **About Applied Silver, Inc.**

Incorporated in 2012, Applied Silver is harnessing the power of silver to develop commercial applications for a cleaner world. Applied Silver pioneered SilvaClean® – an EPA-approved, patented water-based ionic silver treatment that inhibits the growth of odor and stain-causing bacteria, mold and mildew on textiles by imparting lasting antimicrobial properties to the items each time they are laundered. SilvaClean technology uses a proprietary hardware module to deliver an ionic silver treatment into each laundry cycle, all managed by intelligent 24/7 cloud-based monitoring software. Customers see immediate benefits from SilvaClean's turnkey approach and do not have to modify their current inventory management or laundry process to adopt it.

To learn more about Applied Silver and SilvaClean, please visit [www.appliedsilver.com](http://www.appliedsilver.com).

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The NWCA brings the wrestling coaching community together to advance the sport and ensure that current and future generations have the opportunity to engage in a safe and educationally based wrestling experience. This is primarily done by strengthening existing programs, creating new programs, and providing coaches with progressive educational opportunities.



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