



PURE PURE hats and caps - always with UV protection!

Our qualities are tested according to the Australian-New Zealand standard, are GOTS-certified and all offer very good UV protection. And that without any chemical treatment! The dense weaves and intensive colors protect you naturally. We use pre-washed fabrics, e.g. fine poplin and voile. The particularly high density will offers even higher UV protection. Our products are all labelled with a yellow tag for information about UV protection.

General information about UV protection or sun protection factor UPF:

The sun protection factor (UPF) states for how long it prolongs the skin's own protection. It indicates how much longer you can stay in the sun without developing a sunburn.

Formula: $UPF \times \text{self-protection (approx. 10 -15 minutes depending on skin type)} = \text{sun exposure time}$

Example: light color UPF 20 x 15 min = 300 min = 5 hours sun protection

Sun protection factor UPF	UV -absorption	Time spent in the sun
15 - 24 bright colors i.e. white, rose, light blue	over 93 % = good protection	approx. 3 - 4 hours
25 - 39 middle hues i.e. orange, green, royal blue	over 96% = very good protection	approx. 4 - 7 hours
40 and above: intense colors i.e. navy, red, black	over 97% = excellent protection	over 7 hours

Enjoy the sun – we provide the protection required!

Your pure-tex Team

