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Niber Technologies pursues Ingredient Brand Strategy for Its PFAS-Free Electrospinning Platform

Appoints BRAIND® and Tomas Vucurevic as Chief Brand Advisor to support strategic development and market introduction

Niber Technologies, Southeast Asia's first industrial-scale manufacturer of PFAS-free electrospun nanofiber membranes, today announced a strategic collaboration with BRAIND®, the specialist consultancy for ingredient brand strategy. As part of the partnership, BRAIND Managing Director Tomas Vucurevic—widely recognized as one of the world's leading experts in ingredient branding—has been appointed Chief Brand Advisor to Niber Technologies. The move signals Niber's intent to expand its platform beyond materials into a structured ingredient brand, scaling its role as the industry moves toward next-generation performance and material efficiency.

The collaboration marks an important milestone in Niber's evolution from an advanced materials manufacturer to a company building a globally recognized ingredient brand for its proprietary electrospun membrane platform. As the performance apparel industry accelerates its transition away from PFAS-based materials, Niber aims to establish its technology that enables lightweight, breathable performance textiles not only as a material solution but as a trusted performance standard recognized across the value chain. The focus is now shifting toward how performance is defined, communicated, and adopted.

"We've always believed that the value of our technology goes beyond the membrane itself and into how it performs in real products. Building an ingredient brand is a deliberate step for us—a direct signal of the seriousness and ambition, and of how we see Niber evolving as a company", says Jaemin Park, Co-founder, Niber Technologies.

Building trust in the next generation of performance materials

The performance textiles industry is entering a period of fundamental change. Increasing regulatory pressure on PFAS is reshaping material choices, while brand and consumer expectations around comfort, breathability, and everyday usability continue to rise. While alternatives are emerging, the challenge is no longer only technical, it is also how these innovative technologies are communicated, understood and trusted in the market.

Niber is addressing this challenge through a structured ingredient branding strategy that translates technical innovation into a clear and credible value proposition for every stakeholder across the supply chain.

Working with BRAIND, the company is developing an ingredient brand platform designed to deliver value on three levels:

- **For brand partners:** a clearly way to specify and communicate advanced material performance
- **For retailers:** a more accessible story that supports product understanding at the point of sale
- **For consumers:** a recognizable signal that builds trust in PFAS-free breathable performance

Strategic brand leadership

Tomas Vucurevic brings decades of experience across performance textiles, advanced materials, and ingredient brand development. In the role as Chief Brand Advisor he will support Niber across ingredient brand strategy, positioning, naming, brand architecture, messaging, brand partner collaboration, and global brand activation. “Graduating from a membrane-only business to a fully structured ingredient brand is the natural evolution of what we are building at Niber. Partnering with BRAIND and Tomas gives us the strategic architecture to extract full value from our electrospinning platform, ensuring that Niber becomes the name that brands specify, retailers trust, and consumers recognize as the leader for PFAS-free ultra-breathable performance”, says Richard Beck, President, Niber Technologies.

The collaboration positions Niber to build the defining ingredient brand for PFAS-free electrospun performance membranes. It’s vision: a brand that gives the entire performance apparel value chain what it has been missing—a credible, specifiable, consumer-recognizable mark for PFAS-free ultra-breathable technology.

Tomas Vucurevic, Managing Director, BRAIND and Chief Brand Advisor, Niber Technologies, adds: “Building an ingredient brand is fundamentally about making complex technology legible. What makes this particularly exciting for me is the opportunity to do this with a next-generation, Asia-based company that brings a true end-to-end perspective, in an industry that has long been shaped by established Western ingredient brands. There is a unique energy and clarity of intent in the Niber team, and my role is to help translate that into an attractive brand system the market can connect with.”

ABOUT NIBER TECHNOLOGIES

Niber Technologies is an advanced materials company manufacturing PFAS-free electrospun nanofiber membranes for performance textiles. Singapore-incorporated with manufacturing and R&D operations in the Philippines, the company serves customers across Asia, Europe, and North America.

Founded in 2019 by Jaemin Park and Jaehyung Park, Niber's proprietary electrospinning technology enables the production of ultra-lightweight, highly breathable membranes at industrial scale. www.niber.tech

ABOUT BRAIND®

BRAIND® Ingredient Brand Strategy Consulting, located in Munich and Ljubljana Slovenia is a specialist consultancy advising manufacturers on how to build, launch, and scale ingredient brands. Founded 2011 and led by Managing Director Tomas Vucurevic, BRAIND works with companies whose technologies are embedded within finished products, helping them become the name that brands specify, and consumers recognize. BRAIND's methodology covers the full ingredient brand lifecycle: go-to-market strategy, naming and identity, positioning and key messaging, brand architecture, B2B brand partnership strategy and brand activation. www.braind.co

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