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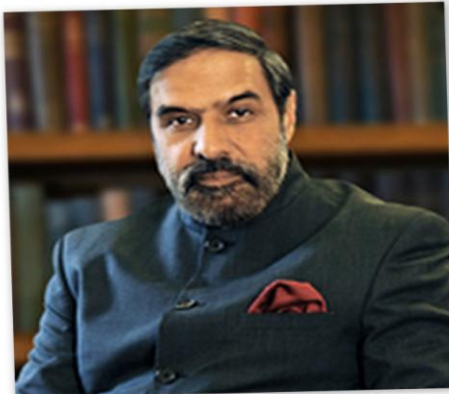


# business india



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## Decline In Raw Silk Production Causes Tension In Assam

The recent tension over silk production in Sualkuchi, a small silk weaving town in the state of Assam in northeast India, was the result of a large gap in demand and supply. Hundreds of people who are dependent on the silk industry protested against imported silk products. Protesters also clashed with the police, resulting in police firing and injuring a number of people.

The little production of raw materials in the state has pushed businessmen or silk product sellers to bring imported silk yarn and products to fill the demand and are being sold as weaved in Sualkuchi or Assam. The local weaving community has been opposing this practice for years. They additionally argue that the imported silk is low in quality and cheaper than local products of Assam.

The shortage of silk yarn is viewed as the main constraint. Moreover, another cause of decline of raw silk production is on account of degrading sericulture farms in Assam. Out of 106 sericulture farms, most are now encroached by local political leaders and government corrupt revenue departmental officials. As a result, Assam's globally-acclaimed handloom silk industry is passing through a difficult phase, with several constraints now acquiring serious dimensions.

The end result is that the handloom sector is largely dependent on cheap Chinese yarn as raw material. However, that dependence too is getting costlier after a duty hike on Chinese silk put forward by the recent budget allocations. Presenting the Union Budget (2013-14), Indian Finance Minister P Chidambaram proposed to increase the duty on raw silk to decrease dependence on Chinese silk. Chidambaram in his budget speech proposed to increase the duty on raw silk from 5 percent to 15 percent.

The government's decision to increase the import duty on raw silk has evoked mixed reaction. Indian silk businessmen have expressed concern over the duty hike and said that it would further hit exports of silk fabrics as they heavily rely on cheap raw silk from China.

Assam is also the only place where Muga silk (*Antheria assamensis*) is produced. But the production of Muga silk is averaging 110 MT per year with a gap between production and production of raw materials. On account of sufficient raw Muga yarn and lower production, people buy Tassar silk cost of which is comparatively low.

The Tassar products which are not native silk of Assam have invaded into the market more than half of the Muga products as pure Muga. Muga is now very costly and so Tassar silk mixed with Muga is being sold in the name of Muga. So the adulterated silk is replacing Muga gradually as its production cannot meet with customer's demand according to Krishnakanta Chetia, Assistant Director of Government Sericulture Department. Moreover with an average 12 MT per year, the mulberry silk (Paat or Mezankori) production in the state of Assam very low and actually this variety or species mulberry silkworm (*Bombyx mori*) is on the verge of extinction in Assam.

Incidentally, mulberry silk contributes 93% of the total silk production in India. The country's own silk production is of 23000 metric tonnes. In the current fiscal year, the production has recorded a growth of around 20% over the last year. The total production stood at around 23,000 tonnes in the year 2011-12 and this year it could cross 26,000 tonnes. India is the world's second largest producer of silk, after China which produces 1.20 lakh tonnes every year. Only with an average 1700 MT of Eri



production, a low quality silk product is highest in Assam.

India produced 23,060 tons of raw silk in 2011-12 (18,395 tons of mulberry silk and 4,835 tons of vanya silks), and CSB (Central Silk Board) officials said the figure would touch at least 24,000 tonnes in the current fiscal. Despite a large amount of production, India has been importing large amount of raw silk for years. But the country has nearly halved raw silk imports from China.

The dependence on China was to the extent of 10,000 tonnes annually five years ago. Now it has been reduced to around 5,700 tonnes. According to a Central Silk Board official, India has nearly halved raw silk imports from China in the last five years with the goal to bring it down to zero level in less than a decade. The Central Silk Board hopes to bring down the amount of import of raw silk to a level of zero by 2022. The reduction of imports to efforts of the Union Government through the CSB, cooperation of state governments and ensuring better price for farmers and better deal for reelers and those involved in the value chain.



In 2011-12, the country's silk exports were to the tune of Rs 2,523 crore. The exports dropped sharply in the first nine months of the current fiscal, owing largely to down-turn in India's main markets of the US and Western Europe but shipments were looking up impressively in the last two months. Indian exporters had now diversified into "stable geographies", particularly Scandinavian countries, the UAE and South Africa, the CSB source said. An additional area of 59,000 hectare of mulberry is proposed to be raised during the 12th plan period. The export of silk from India is facing the heat of global slowdown and recession with export coming down to Rs 2104 crores till February this year (2012) as against Rs 2,867 Crores in the year

2011-12. Central Silk Board said that global slowdown and recession especially in Europe has affected the export however this year it is expected to improve with customs duty coming down to 5 percent.

One of the prime cause of decline in silk production in Assam is rampant use of pesticides in tea gardens. A large number of people of various districts in Assam now have tea plantations and they use large amount of pesticides, insecticides and herbicides which are killing silkworms. Mostly in upper Assam, the mushrooming growth of small tea gardens have marginalized the heritage of silk cultivation and it is moving it towards extinction, as silkworms die when they breathe toxic components mixed brought in the air from pesticides used in nearby tea gardens. Toxic pesticides like lindane, aldrin, dieldrin, dicofol, endosulfan, ethion, alphamethrin, cypermethrin, metasistox, acephate, paraquat, fenazaquin and others are being used in tea gardens in Assam and silkworms have little resistance to them.

Climate change makes tea cultivators compelled to use excessive pesticides in their gardens. It becomes almost impossible or Assam tea to survive without the use of these chemicals because of the subtropical climatic condition in the state where the use of toxic chemicals are necessary to rid the pests. But their use threatens the silk heritage. Unless Assam, as well as the country, increases the production of raw materials the industry will remain dependent on imported silk and it will be difficult to keep Indian silk heritage pure and intact. [1]

## India - Cotton Output Pegged Lower At 340 Lakh Bales

The Cotton Advisory Board (CAB) has estimated 2012-13 season production at 340 lakh bales exports at 81 lakh bales, Parliament was informed today.

Cotton season runs from October to September.

"The CAB in its meeting on April 17, 2013, estimated a crop size of 340 lakh bales (170 kg each), consumption of 270 lakh bales and exports of 81 lakh bales," Minister of State for Textiles Panabaaka Lakshmi said in a written reply to the Lok Sabha.

There is adequate cotton available in the country for domestic consumption, prices remain stable and no supply side disruptions have been observed, she added.

In the last cotton season, the natural fibre production stood at 352 lakh bales and exports were to the tune of about 127 lakh bales.

Asked whether the Government is considering to restrict the export of cotton or cotton yarn, Lakshmi said: "Cotton and cotton yarn markets are currently functioning in an orderly manner."

On the hank yarn obligation, she said that this is a mechanism to ensure adequate availability of hank yarn to handloom weavers at reasonable prices.

The existing hank yarn packing notification prescribes that every producer of yarn, who packs yarn for civil consumption, shall pack 40 per cent of yarn in hank form on a quarterly basis and not less than 80 per cent of the hank yarn packed shall be of counts 80s and below.

"There is no change in the present policy on hank yarn obligation," the Minister said. [2]

## Heimtextil India planned for 2014

Show organizer Messe Frankfurt's portfolio of global events next year will include Heimtextil India, which will take place June 19-21 in in Hall 11 of Pragati Maidan, New Delhi and targets the country's growing contract and retail trade.

"The Indian textile market has always been an international pioneer and is currently the second biggest in the world," said Olaf Schmidt, Messe Frankfurt's vp of textiles and textile technology.

India's textiles market is projected to grow at a compound annual growth rate of 9.5% roughly \$223 billion US by 2021, up from approximately \$89 billion US in 2011, according to Messe Frankfurt.

The show will be separated into the nine categories: bedroom, bath linens, table linens, kitchen textiles, window, furniture fabric, floor coverings, walls and design and technology.

"The burgeoning demand for home textiles in India has reinforced the need to have a professional show dedicated to this segment," said Raj Manek, managing director of Messe Frankfurt Trade Fairs India Pvt Ltd. [3.]

The logo for Heimtextil, featuring the word "heimtextil" in a lowercase, sans-serif font. The "heim" is in a dark grey color and "textil" is in a light green color. The logo is enclosed in a thin black rectangular border.

## Mahyco allowed to sell Bt cotton seeds

After cancelling its licence to sell 12 varieties of Bt cotton seeds last year, the State government has allowed Maharashtra Hybrid Seeds Company (Mahyco) to sell the seeds in the coming kharif season, subject to certain conditions.

Confirming this, State agriculture commissioner Umakant Dangat told The Hindu on Monday that Mahyco had given an affidavit to him stating that the company would supply 10 lakh packets of Bt cotton seeds of the popular MRC 7351 variety. The company would submit a detailed production programme and ensure proper distribution of the seeds. It would also ensure that the seeds were sold at Rs. 930 per packet for this variety. One of the complaints last year was the inflated prices at which seed packets were sold. The decision was taken keeping in mind the high demand for this variety, Mr. Dangat added.

Mahyco had appealed to the High Court against the decision of the office of the Controller and Director, Commissionerate of Agriculture (Inputs and Quality Control) last August to cancel the licence to sell 12 varieties of Bt cotton seeds under the Maharashtra Cotton Seed Rules, 2010, for violating the conditions of the licence. Under the Rules, the Controller can ask for information on seed supply. The licence was cancelled after the government found that the company had submitted false information to district officials of the agricultural department on seed supply for the kharif season, among other reasons.



Mr. Dangat said as the agriculture commissioner, he was the appellate authority under the Cotton Seeds Act and the company could not approach the High Court till this alternative remedy was exhausted. Accordingly, Mahyco withdrew its petition and an interim stay was granted on the cancellation of licence on April 30. Mr. Dangat said a final order would be passed shortly after hearing both parties.

Mahyco has also agreed to provide five lakh packets of other varieties of Bt cotton for this kharif season. The company did not comment on the matter.

The government had issued Mahyco a show cause notice on May 31, 2012, asking for an explanation on the alleged black marketing and hoarding of seeds and not providing correct information on seed supply for the kharif season. The company had failed to submit detailed information at the district level and Bt cotton MRC 7351 packets could not be distributed properly. This led to unrest among the farmers and rasta roko in Yeola, Nashik and at Beed, where police lathi charged farmers.

Mahyco was charged with giving false information and not submitting a proper production plan. Consequently, the Bt cotton seeds were sold at a higher price in the black market. A first information report was lodged against the company at the Beed police station on June 1 for cheating and criminal breach of trust. In the 2012 kharif season, the company said it would provide 10.56 lakh seed packets, but provided only 6.50 lakh packets. [4.]



## India - Maharashtra To Extend 12 Percent Interest Subsidy To Textile Units

The Maharashtra government has decided to extend the benefit of the 12 per cent interest subsidy to existing textile units which would like to expand all over the state, officials said.

A government resolution (GR) to this effect will be issued in the coming days, in an effort to encourage investment in the textile sector, they said.

The textile policy unveiled in March last year, did not have any benefits for existing textile units.

Only new units set up in Vidarbha, Marathwada and North Maharashtra were to be given a 10 per cent capital subsidy under the Central government-sponsored technology upgradation fund (TUF) scheme.

So far, 326 new projects have been set up in the state which employ 21,000 people.

Meanwhile, after the 'Advantage Vidarbha' investors' meet in Nagpur, seven projects worth Rs 18,018 crore employing 1000 people have come up in Vidarbha.

The government's main objective has been to generate maximum investment in the textile sector, create employment opportunities and enable cotton growers get a good price for their crop, officials said.

Out of 90 lakh cotton bales produced every year in the state, only 30 per cent is processed in the state, while the remaining 70 per cent is processed in neighbouring states or exported.

"Our aim is to ensure that 100 per cent of the cotton produced, is processed in the state itself," officials said. [5.]

## India's carpet exports grow 8.4% in April 2013: CEPC

Stirred by strong demand from the US, Latin America and China, India's carpet exports grew to US\$ 89.3 million during April 2013, registering an increase of 8.4 percent over April 2012's exports of US\$ 82.33 million, the Carpet Export Promotion Council (CEPC) statistics shows.

The segments that posted highest export growth during April include handmade silk carpets which grew by 26 percent year-on-year, handmade woollen knotted carpets by 7.13 percent year-on-year, handmade tufted carpets by 12.26 percent year-on-year and synthetic carpets by around 5 percent year-on-year.

CEPC attributed the rise in India's carpet exports to good demand from emerging markets like Africa, China, the US and Latin America.

Traditionally, more than 60 percent of India's carpet exports are towards the EU and the US markets.

In 2012-13, India exported US\$ 1.07 billion worth of carpets, showing a rise of 12 percent year-on-year, due to robust demand from new markets like China, the US and Latin America, alongside the traditional US market.

More than one million people in India depend on carpet export sector for livelihood. [33.]



## Indian Planning Commission aids growth of Mizo handlooms

The Planning Commission of India has directed the government of the northeastern state of Mizoram to focus on development of handloom, handicrafts and bamboo-based industries in the state using locally available resources.

During his meeting with Mizoram Chief Minister Lal Thanhawla, deputy chairman of Planning Commission Mr. Montek Singh Ahluwalia suggested that Mizoram should provide an investor-friendly environment to industries to promote investments and help generate more scope for employment.

Mr. Ahluwalia added that focus should be on the small enterprise sectors which include handicraft, handloom and bamboo-based industry.

For the ongoing fiscal year 2013-14, the Planning Commission has approved Rs. 25 billion for Mizoram, including expenditure of development plans for handloom and other small-scale industries. [34.]



## Panel slams Indian Textiles Ministry for not using grant

Parliamentary Standing Committee report on Labour has criticized the Indian Textiles Ministry for its failure to use the budgetary grant of Rs. 70 billion for 2012-13, which was later revised to Rs. 45 billion.

In its report submitted to the Parliament, the Committee headed by Dara Singh Chauhan, said the 'Revival, Reform and Restructuring Package for Handloom sector' and the Mill Gate Price Scheme did not deliver desired results.



As the then Union Finance Minister Pranab Mukherjee announced the 'Revival, Reform and Restructuring Package for Handloom sector' in his 2011-12 Budget proposals, a sum of Rs. 29 billion was allocated for the same. This amount was later reduced to Rs. 6 billion, but the Ministry used only Rs. 2.91 billion during last fiscal.

Against projections of 45 apex, 16,000 primary weavers co-operative societies (PWCs) and 600,000 individual commercial weavers, the scheme was extended to only 23 apex, 3,750 PWCs and 52,000 commercial weavers.

The report said that it was quite depressing for the Parliamentary Committee to learn that the Ministry of Textiles failed to spot beneficiaries for debt restructuring and loan waiver, New Indian Express reported.

The Committee said that though the Government is close to finalize a revised package, it could not understand as to why, initially it announced a populist package without doing any basic research.

The panel also noted that the Ministry's flagship Technology Upgradation Fund Scheme (TUFS) programme has limited scope, and it by and large only benefits the industrialized states.

According to the Committee report, though the Government has used around Rs. 16.399 billion since launch of TUFs, the technology upgradation has remained lopsided.

Upon examination of the data on the state-wise subsidy allocation under TUFs, it becomes apparent that most of the grants have moved to already industrialized states like Maharashtra and Gujarat, while poor states like Assam, Bihar and Uttar Pradesh trail behind.

While Maharashtra and Gujarat drew subsidies worth Rs. 740.9 million and Rs. 1.797 billion, respectively, states like Bihar, Chhattisgarh, Uttar Pradesh and Assam got only Rs. 880,000, Rs. 200,000, Rs. 70 million and Rs. 1.5 million, respectively, the report stated.

The Committee thus suggested that the time has ripened to pay highest attention to the TUFs, to balance the skewed technology upgradation. [35.]

## Indian govt implements CDP to boost silk output in Assam

In order to promote Mulberry, Eri and Muga silk production in Assam, Government through Central Silk Board is implementing a centrally sponsored scheme viz “Catalytic Development Programme” (CDP) in collaboration with State Sericulture Department of Assam. Under this scheme, financial assistance is provided to the stakeholders of silk industry through the State Sericulture Department.

The components under CDP envisage development and expansion of host plant, support for seed production, development of farm and post cocoon infrastructure, upgradation of reeling and processing technologies in silk, enterprise development programme, support for extension and publicity etc. Rs. 10319.11 lakh Central assistance has been provided to Assam under CDP during the XI Plan period for the development of silk industry, including mulberry, eri & muga.

The Government is aware that silk handloom industry in Assam is passing through a difficult phase. The State of Assam does not produce required quantity of mulberry silk as per the demand of the consumers of the State. Mulberry silk yarn is supplied by the traders from other parts of the country, due to which consumers have to purchase yarn at higher rates from the open market.



In the State of Assam, few silk fabric traders have been doing business by producing the Assamese dress materials, particularly Mekhela-Chadar of mulberry silk at the weaving units outside the State with Assamese traditional patterns and designs. As a result, the local producers have protested for importing such hand woven silk fabrics from outside the State. To address this issue, the Government of Assam has constituted a State level Committee to look into the grievances of the weavers of handloom industry.

To increase the number of trained qualified weavers, a number of skill upgradation programmes have been implemented through various schemes like cluster projects and group approach projects under Integrated Handlooms Development Scheme. Besides, the State Government has been imparting training to the weavers through 102 Handloom Training Centres and 4 Handloom Training Institutes every year.



Central Silk Board, Ministry of Textiles is implementing Silk Mark scheme through the Silk Mark Organization of India for popularizing the products made of pure silk to protect the interest of consumers. Silk Mark is a quality assurance label attached to the products made of pure silk and is applicable to all the silk products made of pure silk covering all varieties of silk viz. Mulberry and Vanya (Tasar, Eri & Mugs) silks.

Under the Silk Mark Scheme, there are 177 authorized users in NE region, including Assam, who uses Silk Mark labels. Further, Muga Silk of Assam, has been registered under Geographical Indications of Goods (Registration & Protection) Act, 1999. [36.]

## Indian govt sets up panel to solve issues of Assam weavers

The Government of India has constituted a state-level committee for addressing the grievances of Assam weavers. This information was given by Minister of State for Textiles Panabaaka Lakshmi in a written reply to the Lok Sabha, according to the SME Times.

The Minister informed that the officials of Assam Handlooms and Textile Department and National Handloom Development Corporation recently held a meeting to review the problems faced by the weavers in the state and also to probe into the contentions raised by them with regard to silk yarn supply to different depot operating agencies.

Replying to a query, Mrs. Lakshmi said there were no plans to ban or restrict trade of handloom products from outside Assam in the state.

The Geographical Indications of Goods (GIG) (Registration and Protection) Act promulgated by the Government in 1999, not only extends legal protection to geographical indications of the products, but also bars unauthorised use of these products by others.

Last month, Save Guwahati Build Guwahati (SGBG), a voluntary organization based in the city of Guwahati, had sought help for weavers and other textile industry affiliates in Sualkuchi - one of the world's largest weaving villages, where the entire population is engaged in weaving silk fabrics from the traditional Assamese silk variety 'muga'. [37.]



## India's cotton & yarn markets operating normally: Minister

India's cotton and cotton yarn markets are operating in an orderly manner at present, Minister of State for Textiles Panabaaka Lakshmi informed Lok Sabha, the Lower House of the Indian Parliament.

The Minister was replying to a query whether the Government proposes to limit cotton and cotton yarn exports, Economic Times reported quoting PTI.

India's cotton output for 2012-13 season (October 2012-September 2013) is likely to come to around 34 million bales, according to the estimates of the Cotton Advisory Board (CAB), the Minister said.

Of the total output, around 27 million bales would be consumed domestically, while other 8.1 million bales are likely to be exported, the Minister said in a written reply.

There is enough availability of cotton in the country to cater to domestic demand, cotton prices are stable and there are no supply side disturbances, she added.

Last season, India produced around 35.2 million bales of cotton, of which 12.7 million bales were exported.

Regarding hank yarn obligation, she said, this is a mode of ensuring sufficient availability of reasonably priced hank yarn to handloom weavers.

As per the existing Hank Yarn Packing Notification, every yarn producer packing yarn for civil consumption, should pack 40 percent of the output in hank form, every quarter, and at least 80 percent of the hank yarn so packed should be of less than or equal to 80s count.

No amendments have been made in the existing policy with regard to Hank Yarn Obligation, she said. [38.]

## **Textiles Ministry earmarks 10% of budget for NE states**

All the major schemes of the Ministry of Textiles are implemented all over India including the North Eastern States. As per the Government decision, the Ministry of Textiles has been earmarking 10 percent of its total budget outlay exclusively for the North Eastern States.

During the current year the Ministry of Textiles has formulated three new schemes exclusively for implementation in the North Eastern States. These Schemes are North Eastern Textile Promotion Scheme, Scheme for usage of Geotextiles in the North Eastern States and Scheme for Promoting Agrotextiles in North Eastern States.

The Government has taken various initiatives to address the issue of deficit of trained manpower in the handloom sector and bridge the gap between the skill and the market requirement. The Scheme of Integrated Skill Development for Handloom workers targets to create a pool of 50,900 trained weavers in the span of five years from 2012-13. Skill upgradation is also one of the important inputs in the cluster development programme of Integrated Handloom Development Scheme (IHDS).

For the betterment of skilled labour in the handloom sector, the government has introduced policy initiatives such as cluster development approach, marketing promotion, revival of viable and potentially viable societies through loan waiver and recapitalization assistance, availability of subsidized yarn and credit etc. In addition, life insurance and health insurance coverage is also being provided to handloom workers.

The government is implementing a number of schemes such as (i) Baba Saheb Ambedkar Hastshilp Vikas Yojana (AHVY), (ii) Design & Technical Upgradation Scheme, (iii) Marketing and Export Promotion Scheme and (iv) Handicraft Artisans Comprehensive Welfare Scheme with components of life insurance and health insurance for the betterment of handicrafts artisans.

Similarly, for the betterment of sericulturists, the government is implementing schemes such as Catalytic Development Programme.

In addition, the Government has introduced the Integrated Skill Development Schemes (ISDS) in 2010-11 with the objective of creating a skilled workforce for the textile sector. Under this scheme, a total of 1,00,000 persons have been trained since the beginning of the scheme. An outlay of Rs.1900 crore has been provided for training 15 lakh persons during the 12th Plan. [39.]

## Indian seed cotton arrivals slip further

The all India kappas (seed cotton) arrivals have slipped down to approximately 50,000 bales per day. The demand for Yarn is very poor at the moment and yarn payments in the domestic market have been affected badly.

Yarn Export demands too are dropping drastically. Cotton prices are coming down in reflection to this situation. CCI has announced its price list and has also placed 25000 bales for E-auction but only 1000 bales have been bid for by the mills. Nearly 20,000 bales have been tendered with CCI by Guntur based mills and a few mills from other parts of India as per CCI price list

### PUNJAB, HARYANA AND RAJASTHAN:

Daily kappas arrivals are approximately 2500 bales and there is good demand from local mills in this region. There were a few showers in some parts. Prices quoted for J-34 r/g in Punjab is Rs.4115/- per maund spot while in Haryana and in Rajasthan J-34 r/g is quoted at Rs.4015/- per maund spot. Bengal Desi s/g was priced at Rs.3700/- per maund spot.

### GUJARAT:

There was a good spell of 4 inches rain which spelt disaster to the standing crops of Red chilly and Jeera in Saurashtra region. This has been followed by severely hot climate at the moment in Gujarat. Daily kappas arrivals are around 20,000 bales in this region and prices quoted for good S-6 cotton is Rs.38,000/- Spot per candy while low quality of 26mm is quoted at Rs.36,500/-Spot per candy. V-797 r/g of good quality is priced at Rs.27,000/-Spot per candy.

For the past two weeks, the prices of both S.6 and V.797, moved in a wider range, with slackness in demand witnessed due to depressed Yarn market and subdued Export demand. Occasional spurt in rates witnessed in S.6, due to hand to mouth covering from Domestic mills. Price behavior range - V.797 - Rs. 27,000 to Rs. 28,500 (Spot rates per Candy) S.6 (29mm) - Rs.37, 800 to Rs.38, 500 spot per candy.



During middle of the Fortnight, Exporters were reselling S.6 at Rs.37, 500 per candy spot. On 17.4.13, CAB meeting projected a Crop Estimation of 87 Lakh bales. Most of the Ginners in Sourashtra are holding stocks due to disparity, expecting prices to improve during the onset of SouthWest Monsoon.

### MAHARASHTRA:

Weather has been quite clear and market remained vibrant with good buying from mills from this region. Good quality 29mm bunny was sold at Rs.37,500/- Spot per candy while low micronaire cotton was sold at Rs.34,500/-Spot per candy.

### MADHYA PRADESH:

Kappas arrivals have dropped down drastically here and good quality 29mm Bunny was quoted at Rs.37500/-Spot per candy while low micronaire cotton was Rs.36,800/-Spot per candy and Dch-32 was quoted at Rs.47500/-Spot per candy for average quality and Rs.49,500/-Spot per candy was quoted for good quality.



In M.P daily arrivals were reported from 5,000 to 6,000 bales, predominantly MECH.1 cotton. Spot rates were ruling from Rs.38,800 to Rs.39,000 per Candy for 30mm MECH.1 with 3.7+ Mic and to 7,000 bales of cream about 6000 lying unsold with Ginners in MP. In M.P, during the fortnight market was ruling stagnant with slow activity and selective buying from Domestic Mills, due to quality variation observed quality DCH.32, is still from Rs.49,000 to 49,500 per candy for 34mm + DCH.32 quality. As per ginners report in MECH.1, especially Micronaire.

#### ANDHRA PRADESH:

Good quality stock lots of Bunny 29mm in Adilabad was quoted at Rs.37,000/-Spot per candy. While in Warangal good quality of 30mm was quoted at Rs.37,500/- Spot per candy . In Guntur average quality 31mm was quoted at Rs.38,000/-Spot and Good quality stock lots were priced at Rs.39,500/-Spot per candy.

#### KARNATAKA:

Average quality 28mm current arrivals were sold at Rs.38,000/-Spot per candy while current arrivals of 29mm was sold at Rs.38,500/-Spot per candy and good stock lots of 30mm were quoted at Rs.39,500/-Spot per candy. Dch-32 is available with handful of the ginners and they are quoting Rs.49,500/- Spot per candy. Prices quoted for Jayadhar was Rs.31,000 Spot per candy.

#### TAMILNADU:

Good quality 29mm Surabhi cotton was sold at Rs.40,000/- Spot per candy and DCH-32 Rs.50,000/- Spot per candy for Surabhi mixed quality while for Good quality of 35mm Rs.52,000/- Spot per candy was quoted. Cotton arriving in Paramakudi is good as arrivals here have just picked up compared to areas surrounding Salem where cotton have been arriving for the last 2 months.

#### INTERNATIONAL:

The New York Futures market seems to be stabilizing at around 85 cents per lbs. This is due to the financial tightness worldwide and falls in various commodity markets like Gold, Crude, etc. [40.]

## AEPC Chairman hails RBI move to cut repo rate

Dr. A Sakthivel welcomed the move by RBI to lower the repo rates by 25 BSP. He said, On behalf of the entire Textiles Industry I welcome move by RBI to lower the repo cut by 25 bsp. These measures will spur the demand and boost the industrial output.

For the easing of the tight market liquidity conditions on the backdrop of lower inflation, gold and crude prices there were enough room to maneuver. Inputs cost over the times for the garment sector has escalated which results into high cost and weak profit.



The readymade garment exports have to be treated at par with labour intensive sector such as agriculture and handloom etc. The interest rates to garment sector in our competing countries are between 6% to 7% and even with the 2% interest subvention in our country, the effective rate of interest in India is between 9.5% to 10%.

Dr. A Sakthivel said that, a separate chapter for exports in banking sector is necessary and fixed 7.5% interest rate should be available for pre and post shipments. Dr. A Sakthivel said that, the country has to boost growth and check the inflationary trends together. [41.]

## India - Polytex Garments Develops The Local Apparel Industry

Polytex Garments Limited, a part of the global apparel giant the Esquel Group, has been an integral part of Sri Lanka's apparel industry for the last 36 years, and continues to grow from strength to strength.

Specialising in the production of knit shirts, the company boasts of an impressive client portfolio which includes some of the most popular retail brands in the world such as Nike, Marks and Spencer, Ralph Lauren, Tommy Hilfiger, Hugo Boss, Gap etc., and records over US\$ 75million in turnover each year.

With five factories located in Ja-Ela, Yakkala, Kegalle and Koggala two factories, Polytex Garments currently employs over 6000 employees, many of whom are from the neighbouring cities, and thus the company is able to directly contribute to the development of the communities in which they are based in. In line with the vision of its parent company, the Esquel Group, Polytex Garments is consistently focussed on maintaining a safe and rewarding work environment without compromising on the quality of the output. Hence, a testament to its success is the high retention rate among employees, with an approximately 97 percent retention rate specifically among the graduates of its comprehensive management trainee programme, and achievement Polytex considers an extreme honour.

"Polytex Garments is proud of the role we have played in the Sri Lankan garment industry and its development and hope to further grow as a company, while simultaneously contributing to the local apparel industry as a whole.", said Mr. Eardley David, Director in charge of Polytex Group. [55.]

## India - Apparel Industry To Triple Revenue By 2020

Despite the slowdown, Indian apparel market is expected to grow annually at 13-15% to cross the \$125 billion (Rs 675,000 crore) mark by 2020, a survey by Clothing Manufacturers Association of India (CMAI) has found. At present, India's apparel market is estimated to be around \$50 billion (Rs 270,000 crore).

"Retail will play a pivotal role in India's growth and of this retail will be an important part. Though growth of 20-25% in apparel is not going to be an easy one," said Rahul Mehta, president, CMAI.

Mehta said that increasing purchasing power of youth will drive the the growth.

"The growth is primarily driven by rising income levels, young population, increasing preference for branded apparel and a surge in demand of rural and the semi-urban areas," he said.

Factors like the changing fashion trends, growing consumer class and rising urbanisation have led to the growth in the apparel industry. Increasing retail penetration, growing service class and the increasing share of the designer wear have also been the drivers for growth, the agency further said.

"The market is not bullish yet retailers are seeing decent growth in the fashion business. While the branded apparel segment is still evolving, going forward by 2020 we can expect it to contribute 40% from the current 25%," said Prashant Agarwal, joint managing director, Wazir Advisors, a management consulting firm.

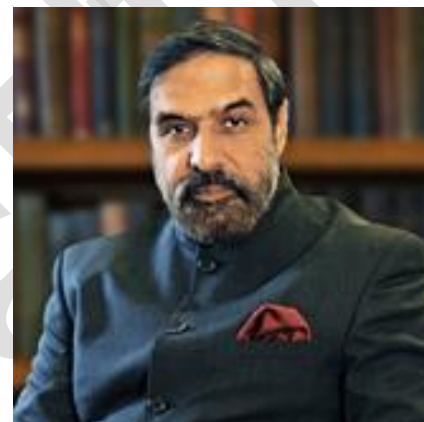
Meanwhile, founder of Future Group, Kishor Biyani said that there's immense opportunity for growth in the apparel industry.

"The opportunity for growth is immense. International players entering India will have to learn from the mistakes domestic players made for quicker growth," said Kishore Biyani, founder and CEO, Future Group. [56.]

## Development of Textile Industry in North-Eastern States

All the major schemes of the Ministry of Textiles are implemented all over India including the North Eastern States. As per the Government decision, the Ministry of Textiles has been earmarking 10 percent of its total budget outlay exclusively for the North Eastern States. During the current year the Ministry of Textiles has formulated three new schemes exclusively for implementation in the North Eastern States. These Schemes are North Eastern Textile Promotion Scheme, Scheme for usage of Geotextiles in the North Eastern States and Scheme for Promoting Agrotextiles in North Eastern States. A list of the major schemes that are being implemented for the development of the textile industry in the North Eastern States is Annexed.

The Government has taken various initiatives to address the issue of deficit of trained manpower in the handloom sector and bridge the gap between the skill and the market requirement. The Scheme of Integrated Skill Development for Handloom workers targets to create a pool of 50,900 trained weavers in the span of five years from 2012-13. Skill upgradation is also one of the important inputs in the cluster development programme of Integrated Handloom Development Scheme (IHDS). For the betterment of skilled labour in the handloom sector, the government has introduced policy initiatives such as cluster development approach, marketing promotion, revival of viable and potentially viable societies through loan waiver and recapitalization assistance, availability of subsidized yarn and credit etc. In addition, life insurance and health insurance coverage is also being provided to handloom workers.



The government is implementing a number of schemes such as (i) Baba Saheb Ambedkar Hastshilp Vikas Yojana (AHVY), (ii) Design and Technical Upgradation Scheme, (iii) Marketing and Export Promotion Scheme and (iv) Handicraft Artisans Comprehensive Welfare Scheme with components of life insurance and health insurance for the betterment of handicrafts artisans.

Similarly, for the betterment of sericulturists, the government is implementing schemes such as Catalytic Development Programme.

In addition, the Government has introduced the Integrated Skill Development Schemes (ISDS) in 2010-11 with the objective of creating a skilled workforce for the textile sector. Under this scheme, a total of 1,00,000 persons have been trained since the beginning of the scheme. An outlay of Rs.1900 crore has been provided for training 15 lakh persons during the 12th Plan.

Major Schemes of the Ministry of Textiles that are being implemented in the North-Eastern States

### Handlooms

- (i) Handloom Weavers Comprehensive Welfare Scheme with the Components of -
  - a) Health Insurance Scheme
  - b) Mahatma Gandhi Bunkar Bima Yojana
- (ii) Mill Gate Price scheme
- (iii) Diversified Handloom Development Scheme
- (iv) Integrated Handloom Development Scheme (IHDS) (v) Marketing and Export Promotion Scheme



**Handicrafts**

- (i) Baba Saheb Ambedkar Hastshilp Vikas Yojana (AHVY)
- (ii) Design and Technical Upgradation Scheme
- (iii) Marketing Support and Services and Export Promotion Scheme
- (iv) Research and Development
- (v) Human Resource Development
- (vi) Handicraft Artisans Comprehensive Welfare Scheme

**Sericulture**

- (i) Research and Development, Training, Transfer of Technology and IT Initiatives
- (ii) Seed Organisation/Human Resource Development
- (iii) Coordination and Market Development (HRD)
- (iv) Quality Certification Systems
- (v) Catalytic Development Programme (CDP)

**Powerlooms**

- (i) Integrated Scheme for Powerloom Sector Development
- (ii) Group Insurance Scheme
- (iii) Group Workshed Scheme
- (iv) Integrated Powerloom cluster development

**Mega Cluster Scheme****NIFT**

R and D including TRAs

Technology Upgradation Fund Scheme (TUFS)

Scheme for Integrated Textile Park (SITP)

Jute Technology Mission

Technical Textiles/(TMTT)

Textile Engineering including Jute

Human Resources Development

Market Development and Product Diversification Scheme

New Schemes

Comprehensive Handloom Development Scheme.

i. ii. North Eastern Textile Promotion Scheme.

lii Scheme for Usage of Geotextiles in North Eastern States.

iv. Scheme for promoting Agro textiles in North East [57.]

## India - Textile Firms Bank On Manmade Fibre For Higher Revenue

Textile manufacturer Alok Industries plans to increase focus on polyester in FY14. In the current financial year, the company expects to have 41 per cent of the company's revenue from manmade fibre, up from 38 per cent in FY13. In FY12, this was 35 per cent and revenues from cotton have fallen to that extent.

Alok is not the only company which is increasing focus on the manmade fibre business. In fact, there is a systematic shift happening from cotton to manmade fibres.

Production of manmade textiles has gone up over the past few years. The demand is expected to go up further over the next few years, thanks to rising demand from home textiles, technical textiles and apparel.

"Demand for home textiles and technical textiles is on the rise and hence, the demand for manmade fibre will go up in the coming years; also, demand for blended cotton fabrics is on the rise, which in turn is increasing the demand for synthetic fibre," said Dilip Jiwrajka, managing director of Alok Industries.



Spotting the trend, rating agency CARE Research has said there is a shift towards increasing use of manmade fibre in textiles. Care said, "With increase in disposable income, growing numbers of consumers, rising urbanisation, increasing retail penetration and increased usage of plastic money, manmade fibre is expected to grow at 5.2 per cent CAGR during the FY12-16."

The rating agency added that globally, use of manmade fibre is around 65 per cent. In India, the share of cotton is 66 per cent expected to fall in the coming quarters in favour of polyester.

In FY13, cotton use increased due to lower prices and higher prices of raw material for polyester fibre. Prices of purified terephthalic acid and monoethylene glycol, the raw materials used in manmade fibre - were up two to five per cent.

In the last financial year (FY13), demand for manmade fibre was down seven per cent from the previous financial year. This is due to the fact that cotton was available at cheaper rates and also the slowdown in the economy, as well as weak industrial production.

However, the demand for manmade fibre seems to be picking up. In some segments, the trend is visible. For example, in FY08, viscose staple fibre production was 279.9 tonnes, which moved up to 829.7 tonnes in FY12, almost a 200 per cent jump. Exports also saw a rise from 26.4 tonnes in FY08 to 78.6 tonnes in FY12, which is again a jump of nearly 200 per cent.

CARE's observation is important because in the recent past, crude oil prices have fallen and its derivatives and raw material for manmade fibre have also started falling. With crude oil prices expected to remain subdued in the coming months, price of raw materials is also expected to remain low. Against this, the International Cotton Advisory Committee has projected a fall in cotton planting globally and a rise in cotton prices.

According to the Committee, an estimated 34.1 million hectares of cotton are being harvested in 2012-13 (July-June), five per cent below the previous season, and another five per cent drop to 32.2 million hectares is forecast in 2013-14.

"Global cotton production is estimated down five per cent from 27.8 million tonnes to 26.3 million tonnes this season, and world production is forecast to drop another six per cent to 24.6 million tonnes during 2013-14," it said. The Committee also projected an increase in cotton prices. It said, "The Cotlook A Index (representing global cotton prices) is projected to average 88 cents and 122 cents per pound in 2012-13 and 2013-14, respectively." [58.]

## Mumbai Angels invests in apparel co Yoga Smoga

Angel network Mumbai Angels has invested in Yoga Smoga, a yoga-inspired athletic apparel and accessories company founded by US-based Indian-origin entrepreneur Rishi Bali. This is the fifth international investment for the Angel group. Yoga Smoga was founded in 2010 as a designer and manufacturer of athletic clothing.

Mumbai Angels, along with a group of unnamed US based Angels, has invested around Rs 5 crore in the company. The company has developed a high technology fabric that is a mix of Supplex, a synthetic fabric that is stretchable and fast-drying, and Lycra. The company also claims to use nano technology to ensure moisture management, which makes their workout clothes dry quicker.

The firm launched its online store earlier this year and intends to launch an offline store in the US. Founder Bali is a former Goldman Sachs employee, who had earlier started an early-stage venture fund Bali Investors Group.

The Angel network's previous international investments include Silicon Valley based 5D technology solutions provider ScreamPoint, data-driven search marketing venture NetElixir and fashion portal targeted at NRIs, Exclusively.in, which was acquired by Myntra last year. [59.]

## India's TUFs disbursement for 2012-13 at Rs 21.5bn

Around Rs. 21.51 billion of the total Rs. 23.23 billion earmarked under the Technology Upgradation Fund Scheme (TUFs) for 2012-13, have been disbursed by the Indian Textile Ministry, Minister of State for Textiles Panabaaka Lakshmi informed the Rajya Sabha in a written reply.

During the previous year, allocation under the same scheme stood at Rs. 37 billion, while disbursements totalled to Rs. 29.37 billion, she informed.

The scheme, launched since 1999, aims at providing low-rate credit to local textile entrepreneurs in the organized as well as unorganised sector, to help them modernize and upgrade their textile facilities.

The scheme mainly focuses on modernization of processing, spinning, weaving, garmenting and technical textiles segments, where there is good scope for massive employment generation and value-addition, the Minister said.

Responding to another query, she also noted that the number of handlooms is coming down, since according to the 1995-96 Handloom Census, there were around 3.49 million handloom weavers in the country, but in 2009-10, this number reduced to 2.38 million.

This is mainly because the handloom industry remains confronted with several issues like low productivity, tough competition from mills and powerlooms, dearth of raw materials, lacking marketing facilities and inadequate institutional credit flow, she added. [60.]



## Tamil Nadu to improve condition of handloom weavers

To cater to the housing needs of domestic weavers, and to help them with mechanization of their workplace, government of south Indian state of Tamil Nadu has introduced a scheme to construct 10,000 green houses for weavers and provide motorized spindles to them.

The housing scheme would happen together with the proposed scheme of constructing 60,000 houses under the Chief Minister's green house scheme in the first phase during 2013-14, Chief Minister Jayalithaa said in a suo motu statement in the Assembly.

The government would also spend Rs. 37.5 million to provide motorized spindles to 25,000 handloom weavers, to reduce their workload and double production.

Also, weavers in Cuddalore, Tiruchengodu, Tiruvannamalai, Thiruvallur, Vellore, Kancheepuram, Salem, Madurai and Tiruchengodu would be provided subsidies along with pedal looms attached with electric motors.

The Tamil Nadu Handicrafts Development Corporation would also launch a programme to train 100 ladies in Srirangam in Tanjore painting, with popular motifs of the region like Samayapuram, Akilandeswari, Sri Ranganathar and Mariamman.

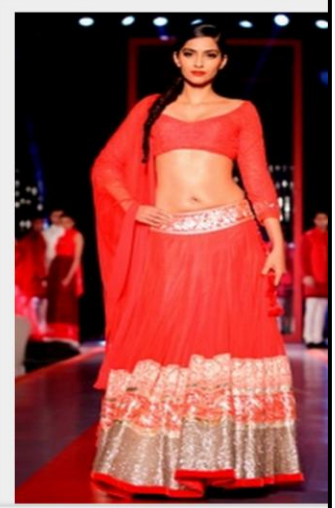
All the ladies would be provided raw materials required for the paintings, and also a stipend of Rs. 2,000 per month.

The CM also announced payment on time-scale from January 1, 2013, for temporary workers in handloom and powerloom weavers' cooperative societies, who have completed more than five years on consolidated pay.

Besides, she also unveiled intentions to start 'Living Handicraft Treasure' award, just like the 'Living National Treasures of Japan', award from this year onwards.

The award including a citation, a one-sovereign gold medal, certificate and cash prize of Rs. 100,000 would be given to 10 outstanding artisans from 16 fields, who are above 65 years of age and have dedicated their lives to handicraft making in the state. [61.]

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# headlines- fashion & clothing's

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## Do U Speak Green, taking the green cause beyond India

Do U Speak Green has become India's first webstore selling eco-friendly product range. "We aim to make Do U Speak Green the world's best eco clothing brand. We have a turnover of Rs 50-60 lakh at the moment, and our growth rate is 40 percent year-on-year," says an optimistic Shishir Goenka, Director, Do U Speak Green.

The brand launched three years back is witnessing steady growth in a challenging market, where awareness about eco-friendly clothing is gradually setting in. "Domestically it's a big challenge for us but we are growing slowly and the percentage has increased especially in certain markets. We wanted to contribute a part of our sales to environmental conservation, so we thought the best way to do this would be using natural fabrics and also the style should promote concern for the environment. If you see our website, the triple bottom line approach where we try to help socially, environmentally and economically. So we have a graph there," explains Goenka.

The brand has a strong presence online and has a few stores stocking organic products in cities like Goa, Delhi and Mumbai. "We are also present in some 10-12 Mahindra Holiday resorts and export to Europe, the US, Australia," he says. Do U Speak Green is registered as a trade mark brand in Europe, US and Canada.



The website and stores retail casual and yogawear line for men, women and kids. And is expanding the yogawear segment more for the international market as there is a huge demand for these products. Divulging more details on the range, Goenka says, "Yogawear is now catching up as more and more consumers now opt for healthier lifestyle and Indian yoga is a big hit abroad. Our yogawear is also becoming popular in the domestic market. It is similar to active wear just the styling is different it has more layered apparels, and the fits are also different. The fabrics are also softer and they have prints that go well with the theme of yoga, like we have Om and Chakra prints." [6.]

## Azzo anticipates good booking as retail shelves empty

"We did a fantastic growth in the last season and managed to score a 100 percent growth in our turnover. This was possible as we had planned our production and supplies in time... We anticipate a good booking season this time also," says an optimistic Parmjit Singh, Director, Bebe Designs (Azzo). He says retailers are giving good feedback and store shelves are empty. "I clearly see that jackets are in great demand," he adds, while talking about the last season and his expectations from the forthcoming winter.



Azzo set up in 2010, supplies to other brands like Duke, Turtle and Lifestyle. Building upon its knowledge and expertise, the company decided to introduce its own brand in the market. "When we started demarcating the price points it was the biggest challenge. We knew if we have to seek an entry into this market, our pricing as well as the quality has to be very competitive," explains Singh.



The brand is present in states like Uttar Pradesh, Assam, Delhi, Punjab, J&K, Uttaranchal and cities like Pune and Ahmadabad. In total, the company supplies to 300 MBOs apart from catering to major regional chain stores. Elaborating on their expansion plans, Singh says, "We have a few states which are left out. States like Bihar and West Bengal, are what we want to target soon. We are in search of good distributors there."

The company has also expanded its factory structure and increased production capacity to spread its retail network. "If we have clocked 100 percent growth turnover in the last winter then we can safely bet an organic growth of around 60 percent in this financial year too," Singh opines.

For the forthcoming Autumn/Winter season the brand has introduced bright colours like mustard, royal blue, yellow and green tones in jackets. Fabrics used are polyester, cotton, linen, tweed based for both short and long jackets, which are currently in demand. [7.]

## High rentals in India leave luxe brands sweating

High rentals and lack of proper infrastructure for luxury retailing are forcing brands including Christian Dior, Louis Vuitton and Omega to restrict the number of outlets in India. The rent component in retailing cost stands at 40 percent and is much higher than the global average of 15 percent, show estimates by leading retail consultancy Luxury Connect.



For example, Christian Dior, which currently has two outlets in India, is hunting for appropriate locations across India to expand its retail presence, but is yet to firm up its plans. The growth of luxury brands such as Jimmy Choo, Paul Smith, Giorgio Armani, Canali, Dior and others is limited to metros due to the lack of appropriate infrastructure outside. Besides a few up-market and known destinations such as DLF Emporio in New Delhi, Taj Colaba in Mumbai and UB City in Bangalore, there are no other options for luxury brands to increase their retail footprints.

Louis Vuitton, which recently indicated it would go slow on its global expansion plans, is looking to open stores in Chennai, Kolkata and Chandigarh. And though it wants to

open stores in smaller towns, infrastructure in these areas has been seen as a major problem.

As per CII-AT Kearney report on luxury, in 2011, the local luxury market saw a robust 20 percent growth to touch 5.8 billion dollars (over Rs 31,500 crores). India was to overtake China as the world's fastest growing market for luxury goods in 2012, driven by an explosion in the number of rich people, said an October report by researcher Euromonitor. It was also expected to

grow at 22 percent a year in the next five years. The Indian luxury market will touch 7 billion dollars (over Rs 38,000 crores) in value by 2017, while China will grow 15 percent over the same time, the report said. Though these reports are boasting about the future of India's luxury market, global brands are finding it difficult to find the right retail locations since India lacks good high-street locations and there are very few luxury malls. Moreover high rentals are also putting pressure amidst slow economy and low buying sentiment.

Perhaps it's time, realty developers in cities such as Mumbai, Delhi, Chennai, Kolkata and Hyderabad get aggressive in creating luxury retail spaces to cater to the growing interest of foreign brands. [8.]

## Hues banks on fashion for growth

Despite problems like yarn shortage, price fluctuations, labour shortage and unpredictable winter season in the Ludhiana cluster, Rupesh Puri, Director, Hues Clothing is looking forward to a good winter business. "We'd like to grow by 15 to 20 per cent a year because we are a fashion brand the vagaries of the weather don't affect us as much as they affect a basic brand. A fashion brand has priority with retailers. Fashion will move even if the season fails. The market sentiment is positive and retailers have zero stocks," he says.



The removal of excise, according to him, will further boost the market. "It will enable us to check prices. If the market went weak last to last year, it was because of the excise. There was a price hike and the market couldn't take it. Last year, manufacturers cut their margins and the market adjusted to higher prices somewhat. This year, with the excise gone, prices may reduce. My brand may reduce prices by 10 per cent," Puri explains.

Hues was launched in 1996. "We got early acceptance but had our ups and downs. But three years back, we went were back on track. As the knitwear market is growing in India, it is being accepted by a wide age group," he adds.

The brand is present in the North and Mumbai and Maharashtra markets through 400 to 500 MBOs. It plans to enter Tamil Nadu and Andhra Pradesh. Hues is also exported to France. The product range includes sweat shirts, jackets, cotton pullovers and casual blazers. "This year polos make up 50 per cent of the summer range and round neck and V neck are the rest. Embroidered polos are popular. Round necks are mainly about prints. T-shirt colors are bright. Even a basic color like black is not in for the coming winter season. Our brand makes 90 per cent fashion T-shirts and 10 per cent basic. For 2013 winter season, sweat shirts have zippers and hoodies. Bright and vibrant colors are in. Jackets have rich cotton and are in bright colors. Jackets are medium length. Blazers are slim fit and mostly cotton," says Puri elaborating on the brand's upcoming collection. [9.]





## Indian, Scottish textile designers share skills and crafts

As part of a residency exchange programme, hosted by the Heriot-Watt University's School of Textiles and Design in Scotland, four designers were recently awarded with educational opportunities to share and learn about both Indian and Scottish textile design skills and crafts.

Funded by Creative Scotland and Scottish Borders Council, the exchange programme reSlide, which involved two designers from India and two from Scotland, was initiated by the Scottish Cabinet Secretary for Culture and External Affairs, Fiona Hyslop, in September 2012.

As part of the programme, Indian textile designers Swati Unakar (Bangalore, Karnataka) and Murji Vankar (Kutch, Gujarat) were given the chance to learn about Scotland's rich textile heritage at the Edinburgh-based institution's Scottish Borders campus in Galashiels.



The exchange programme's Scottish counterparts, designers Lindsay Roberts and Jeni Allison, also engaged with various craft related projects at the two famous Indian NGOs Khamir and Kala Raksha.

Additionally, the Scottish students also visited craft project communities in the Kutch region of Gujarat where they got the opportunity to compare the heavily embroidered and vibrantly coloured Indian textile heritage with the more sombre looking Scottish textiles. [33.]

## Indian apparel retail honchos to grace CMAI Summit

The oldest and largest association of the garment Industry in India - The Clothing Manufacturers Association of India (CMAI), is completing its 50th year of service to the industry this year. As part of its Golden Jubilee celebrations, CMAI is organising "CMAI's Fashion Retail Summit" on Wednesday, May 8th 2013 at The Trident, Nariman Point, Mumbai.

This summit is an effort to showcase the opportunity in Indian Fashion Retail with a 360° perspective of all key elements in the value chain. The theme for the summit is titled "Envisioning the Robust Growth of Fashion Retail in India from USD 40 Billion to USD 125 Billion by 2020".



The day-long summit, packed with very interesting panel discussions will have distinguished dignitaries from the apparel and garment related industry, all of which will be followed by interesting question & answer sessions.

The inaugural session will start with a welcome address by Mr Rahul Mehta – President of CMAI, followed by an address from Mr. Harry van Dalssen – President, International Apparel Federation (IAF) and then a keynote address from Mr. Harsh Mariwala - Chairman - Marico Ltd and then a presentation on the 'Retail Index' from Mr Prashant Agarwal - Jt. MD - Wazir Advisors.

The first session will have presentations on **'Learnings from Success Stories of International Brands in India'** and will be moderated by Mr Rahul Mehta and will have Mr Sanjeev Mohanty – MD, Benetton India Pvt. Ltd, Mr. Shailesh Chaturvedi - MD & CEO of Tommy Hilfiger, India and Mr Vineet Gautam - Country Head of Bestsellers as speakers.

The post lunch panel discussion will be on **'How will Indian Fashion Retail carve out its Growth Story over Next Decade'** whose panelists are Mr. Ashish Dikshit – CEO - Madura Fashion & Lifestyle, Mr. B.S. Nagesh – Founder of Trrain, Mr. Ganesh Subramanian -Chief Merchandising Officer of Myntra and Mr. Kishore Biyani - Founder and Group CEO - Future Group.

The third panel discussion will be on **'Is Manufacturing losing its due prominence to Retail and Branding?'** to be moderated by Mr. Harminder Sahni – MD - Wazir Advisors. The speakers will be Mr Gaurav Mahajan – CEO of Westside, Mr. J Suresh - MD & CEO of Arvind Brands & Retail, Mr Venu Nair – MD of Marks & Spencer, India, Mr. Premal Udani - MD of Kaytee Corp and Mr Dilip Jiwrajka – MD of Alok Industries Ltd.

The last and final panel discussion of the day will be on **'Domestic Brands – Energising the Indian Fashion Retail'** will have Mr. Mukesh Sawlani - CEO of AND, MrSiddharth Bindra – MD of Biba, Mr. Kamal Kushlani – MD of Mufti and Mr Manohar Chatlani – MD of Soch as speakers. [42.]

## Lecoanet Hemant SS line inspired by Nagaland culture

With innovation always at the forefront, Lecoanet Hemant's SS13 women's wear collection is ingeniously dynamic, confident and keyed in with contemporary spirituality.

A play on classics, for their latest collection, Lecoanet Hemant takes an endlessly rewarding inspiration from Nagaland and its indigenous culture. Always passionate about pattern, form and shape, the collection has a strong unique aesthetic.

The collection is a cheerful melange of prints and apparel that fit Lecoanet Hemant's fun and upbeat disposition perfectly. With a constant eye on the future, Lecoanet Hemant has created more experimental and directional pieces.

The inspirational Naga wrap, is a mix between a traditional lungi and a skirt, where the front flap is embroidered and forms a frontal vertical drape.

Of great visual impact, exquisite silk and satinated cotton has been selected to embrace femininity with an array of grey, blues, whites, subtle tones of sand and bursts of red. The collection refracts a traditional Naga Diamond motif through dresses, skirts, bound and harnessed with urban jackets and blouses.

The same motif appears throughout the collection in applications on suede but also a printed top stitched ' Matelasse' padded material, bringing together a plethora of sensations. [43.]



## Manish Malhotra presents 'Visible White Beauty' line

An exclusive 'Visible White Beauty' collection in association with Colgate was showcased by Manish Malhotra at the Grand Hyatt.

"Visible White Beauty" by Manish Malhotra, identifies with the concept that fashion is from the inside out. Inspired by Colgate's exciting new toothpaste launch, this collection in the stark colours of White & Red was showcased at the Grand Hyatt.

Everyone in attendance was on their feet with applause as the distinctive summer collection was unveiled by the stunning Sonam Kapoor who sashayed the ramp in beautiful red attire.

The front row of a completely packed show included Prabha Parameswaran-MD, Colgate India, Actor Ayushman Khurana, Singer- Hard Kaur, Sheetal Mafatlal, Aditya Hitkari & Divya Palat, Ashish Raheja, Shaina NC and Krishika Lulla to name a few.

Designed for the young and confident shopper who has an eye for fashion, this Indian summer wear collection by Manish Malhotra is contemporary, simple and chic. Light and breezy, the collection comprises of white and red designs, flowing seamlessly with metallic combinations.

Speaking about his association with Colgate Palmolive, Manish says, "To me fashion and style starts with a great smile. The new Colgate Visible White offers exactly that – the perfect dazzling white smile. It is effective, stylish, and affordable.

This new toothpaste is a must have for anyone's beauty regime. It encourages youth who are fashion conscious to use a product that will aid the beauty and life of their teeth which will further enhance their style and boost their confidence. "

An opportunity to do a collection keeping Colgate's image in mind and then amalgamating it with my fashion aesthetics is a rare one. The colours chosen for the collection are in the shades of white and red with flowing silhouettes that reflect the refreshing summer mood".

This distinctive summer collection was unveiled by the stunning Sonam Kapoor. Adorning red attire, Sonam along with Manish concluded the spectacular evening by unveiling the new stylish beauty toothpaste from Colgate. [44.]





## Lacoste celebrates 80 years of innovation with new line

To celebrate 80 years of timeless style, Creative Director of Lacoste has created the exclusive EDITION Collection, reinventing the symbols, materials and codes that epitomize Unconventional Chic.

This collection is truly a chic walk through the Crocodile's hall of fame as it relies on an 80 year heritage of timeless style and revisits the brand's simple yet smart iconic pieces.

To design the EDITION polo, some of Rene Lacoste's drawings were pulled out of the brand archives, as the tennis champion enjoyed sketching few special pieces himself.

This edition offers an exciting product range, including polos and dresses, with vintage nuances like collars with color tipping, to epitomize the classic style of the crocodile. The timeless polo dress has also been recreated, establishing the legendary sportswear label onto the contemporary scene.

For the past 80 years, the iconic right-facing crocodile has embodied the LACOSTE legend with constant innovation, as inspired by their founder, René Lacoste, an inventor and sporting champion.

Evocative of the company's origins and unconventional chic style, the EDITION Collection represents this important milestone in the brand's history with a specially crafted, celebratory palette of design and heritage.

### CELEBRATING EIGHTY

For eighty years, LACOSTE has built its identity and reputation upon a number of core values inherited from a past history sprinkled with sports achievements and reinforced by the ideas of happiness and "art de vivre". Authenticity, audacity, empathy and a certain "joie de vivre" inherited from the 30s are the four pillars that made LACOSTE a successful worldwide fashion brand.

Today the brand's craftsmanship is renowned worldwide, due to the meticulous attention it pays to cut, fabrics, seams and all refined details and distinctive features that have become the Crocodile's signature. LACOSTE continues to design and sell goods that are sought after for their fine quality.

The fact that the Crocodile is about to turn 80 years old is a rewarding landmark for the brand, but the real great happiness for LACOSTE comes from a plain observation: the Crocodile may be getting on in years but without a wrinkle. The reason why it has not aged a bit in 80 years is that the brand, though taking pride in its heritage, never got too comfortable with its success nor forgot to keep moving forward.

LACOSTE's perpetual renewing rests on a simple and yet vital principle: build upon and draw inspiration from a great past, but always try to shape the future. The most poignant illustration of this state of mind is the LACOSTE polo shirt. Since the creation of the very first model in 1933, it has been perpetually revisited and reinvented, year after year, decade after decade. So just as the Crocodile, it has become timeless. [45.]



## Arvind Ltd opens four stores in Hyderabad

Arvind Ltd, one of the largest integrated textiles and branded apparel players announced the opening of four new stores in Hyderabad. These stores are located in Jubilee Hills, Chikkadpally, Kothapet & Vanasthalipuram.

The Jubilee Hills store would be the company's 2nd flagship store apart from the one already existing in Himayatnagar. Arvind's total store count in Hyderabad now becomes 13 & across India are 94.

'The Arvind Store' will offer Premium Shirting & Suiting fabrics for the discerning customer and display brands like US POLO Association, Flying Machine and Arrow. In addition to this, the store will have customised tailoring solutions with two unique concepts namely; Studio Arvind and Arvind Denim Lab (ADL).

Studio Arvind, the Custom Tailoring unit of the Arvind store, brings to the fore all of Arvind's knowledge in creating world-class garments which will help you create your own look. Not only does it provide customized garments, but it will also offer different styles and fits for each category. ADL is a concept exclusive to The Arvind Store which offers customised washed jeans made to order.



Speaking on the occasion, Mr. P.S. Rajiv, Head-Retail (EBOs), Arvind Ltd said "We are delighted to open our 4 stores in Hyderabad which has always welcomed our brand offerings. We will be soon opening our 100th store across the country, which is an important milestone for any company.

"Out of these stores, 40% of them are located in Andhra Pradesh. We would like to continue our association with this city & state as we see a huge demand here. We will be opening our 50th store across the state by the end of this fiscal. Hyderabad itself would have the company's 2nd flagship store after the huge success of our 1st store in Himayatnagar. We believe that Arvind's products would be widely accepted as it provides every individual the freedom to choose their own style."

'The Arvind Store' brings the best of both worlds of fabrics, ready-mades and customised tailoring options to its customers. It aims to revolutionise the entire shopping experience of customers. The brand quotient is high in all cities amongst youngsters and through the introduction of brands, which symbolises a trendy lifestyle, the company wants to transform the way fashion is perceived.

### About Arvind and its brands:

Arvind Ltd. a global leader in the development and production of textiles is India's largest integrated textile company and operates across the entire value chain from design to fabric to brands. Arvind was the first company in India to bring international brands when they brought Arrow to India. Arvind now has licensing relationships with many international brands like Arrow, Izod, GANT, US Polo, Energie & Billabong in its brand portfolio. [46.]

## Celebrate joy of motherhood with Les Petits babywear

There is no greater joy for a mother to pamper her little one. Whether you are in family way or have a little toddler frolicking around you, this Mother's Day, celebrate the joy of motherhood with Les Petits.

Les Petits has to offer an exciting assortment of products crafted with extra care to cosset your little bundle of joy. These exclusive products are designed for the trendy yummy mummies of today.

Whether you have to tuck your baby in the cosy comfort of the Baby Dior Sleeping Bag or carry the naughty one in the mall in the Fendi Baby Carrier, Les Petits has it all. Even for the little ones there are cute rompers in soft fabrics and urban designs from Young Versace, Baby Dior and Fendi Kids.

This Mother's day, make sure you are at the store picking out just the right accessories to make this day even more special for you and your little one.

### Mother's Day Collection:

**Fendi Kids Rompers and Booties Set:** Dress up your baby in these snug overalls and FF logo-printed cap.

**Baby Dior Pink Printed Polka Dot Swimsuit:** Adorned with a retro bow, this swimsuit features this season's gorgeous motif. It will be perfect for babies' first paddles in the sea with a cheerful, summery feel.

**Young Versace Bottle Cover-** Let your little one sip in style with these chic bottle covers from Young Versace.

**Baby Dior Sleeping Bag-** Tuck your baby in the sweet comfort of this Baby Dior sleeping bag.

**Fendi Baby Carrier-** Tote your tot in style with this impressive Fendi print baby carrier, detailed with black leather plus the signature "F" logo pattern, it's usable four different ways including the convenient piggy back style.



### About Les Petits:

Les Petits, India's first luxury multi brand store for kids' apparel and furniture brings to you exclusively luxury clothing Fendi Kids, Baby Dior, Miss Blumarine, Simonetta, I PincoPallino and furniture from Theophile & Patachou. The latest addition to this luxury house for kids is the iconic brand, Young Versace. Each brand has a dedicated corner that has been specially designed keeping in mind the brand's design aesthetics and to simplify the joys of shopping for your little one. [47.]

## Homeshop18 bags 'Best E-retail Customer Service' award

Homeshop18, India's leading e-commerce player lifted the 'Best Customer Service excellence in e-Retail' award at the prestigious Retailer Customer Service Awards organized by Franchise India.

This award was given to the leading virtual retailer for its significant emphasis on customer satisfaction. HomeShop18 emerged as a clear winner amongst 600+ nominations at a national forum where over 350+ brands participated.

Stellar customer service is at the heart of Homeshop18.com's business. Every customer's touch point is given due attention and focus for a great customer experience. The company boasts of the largest call centre in the country that is available for 24X7 service.

This call centre ensures that every customer query/order placed is attended to with swift execution. At logistics level also HomeShop18 ensures to provide prompt delivery by having a strong logistics team and the largest warehouse in the country. On winning the award, Sundeep Malhotra, Founder & CEO, HomeShop18.com and HomeShop18 TV said "We at HomeShop18 are delighted to receive this recognition. This award is a seal of the fact that HomeShop18 is offering the best in e-retail category

to millions of consumers across India. Our constant endeavor is to ensure happy customers across our TV, Web and mobile platform”.

Homeshop18 has received many prestigious accolades the first quarter of 2013 in the virtual shopping sector like the ‘Innovative Retail Concept of the year, ‘Retailer of the year: E-Commerce and Online, ‘Best eRetail marketing initiative’ and ‘Social Marketing and Internet Business Award’ amongst others in 2013.

Being the only e-retailer to be present across all virtual platforms of shopping (TV, web and mobile), Homeshop18 has emerged as the largest and most trusted virtual commerce player in the field of retail and shopping. In 2008, Homeshop18 was the pioneer in home shopping through TV to bring about a change in the way Indians shopped from home. With changing times, HomeShop18 forayed into e-commerce in 2011.

Today it has over 6.5 million customers and reaches to over 4.9 million UV every month (ComScore Data March 2013). In 2013, HomeShop18 took the next big step into m-commerce with Scan N Shop, India's first virtual shopping wall at T3 Delhi Airport and the HS18 mobile app for iPhone and Android users. [48.]



## Lingerie brand Cloe to launch Indian online store

Premier lingerie brand, Cloe has announced the launch of its exclusive outlet, [www.MoodsofCloe.com](http://www.MoodsofCloe.com) in India. Backed by Zurich based Mountain Partners AG and Apollo International Group, Cloe designs, manufactures and distributes premium fashion lingerie, innerwear, shape wear, stockings and nightwear.

Cloe's mantra is to create beautiful lingerie that looks sensuous and always feels comfortable. Since its inception this year, the company's online outlet has seen tremendous consumer interest with over 200,000 customers visiting in February alone. Cloe range has bras, briefs, shape-wear and nightwear which are sophisticated, sharp and suave, contrasted with flirty, fun and bold prints, and in keeping with international designs and styles.



Commenting on the launch, Neha Kant, CEO & Co-Founder of Cloe said, "Cloe is about creating a fashion statement in every kind of lingerie - from bridal wear to office wear and at very affordable price points. We offer international quality products at a fraction of what they would cost you otherwise. We are committed to helping and educating women about the right fits and correct bra sizes through extensive use of technology, starting with our online fit test and recommendation engine and building a complete road-map for other such tools".

The web presence has enabled [www.MoodsofCloe.com](http://www.MoodsofCloe.com) to introduce pioneering concepts missing from the traditional Indian lingerie space:

1. The company's Online Fit Test and Recommendation Engine helps you find your perfect fit in just a few seconds by answering some simple questions. The algorithm factors in a woman's unique body and bust shape to give out personalized solutions. The progressively adaptive algorithm has been designed by some of the best brains in fashion technology and senior alumni of Indian Institute of Technology, India.



The tool has received rave reviews from women across the country. Over 11,000 women benefited from the test in first 6 weeks of its launch.

2. If you are a man wanting to buy the perfect gift for your partner, the Online Gentlemen's Guide is all you need to find the right product and size. It asks you a series of questions about you and your partner's likes and suggests appropriate products based on pattern match. And if online help fails, you can pick up the phone and talk to the in-house stylists at MoodsofCloe.com.

MoodsofCloe.com also helps in getting your gift wrapped for the perfect delivery.

3. The Private Viewing feature on the site helps cloak the product images on the entire site, making it comfortable to browse even from public locations.

4. Cloe has mapped its sizes to locally available brands in India to enable easy selection and to eliminate any confusion on size.

5. The private wish list features helps you share your personal choice with your partner. So if you wish to get a little naughty or need to pamper your loved one, this is the perfect tool to make the move. [49.]

## Indian apparel sector to mark positive growth in 2012-16

Indian apparel industry is expecting positive growth in the coming years mainly due to the removal of excise duty on branded garments and madeups along with expected revival of overall economy.

A report released by Care Research, a leading research and analysis provider in India, states that domestic garment industry is expected to grow at around eight percent year-on-year from US\$ 37.35 billion in fiscal year 2012-13 to US\$ 50.62 billion in fiscal year 2015-16.

The growth in Indian clothing sector would be primarily driven by the upsurge in the Indian economy coupled with the rising per capita disposable income, says the report.

According to the research report, factors like the changing fashion trends, growing consumer class, rising urbanization, increasing retail penetration and the increasing share of the designer wear together have led to the growth in the apparel industry of India.



Agreeing with the research report, the president of CMAI, Mr. Rahul Mehta told fibre2fashion, "Though, we believe that the growth in the domestic clothing sector is going to be difficult and not automatic, we feel that there is a possibility of growth up to US\$ 100-120 billion by 2020."

"The growth in Indian garment industry could be mainly because the markets are improving, the excise duty on branded garments and madeups has been removed so the prices of apparels are likely to come down and overall economic sentiments have also gone up," he adds.

The report of Care Research also attributes the growth in domestic apparel sector to resumption of zero excise duty on readymade garments and madeups, expected revival in the overall economy and faster clearance of investment proposal of foreign retail brands.

Indian apparel industry grew at an average of 10 percent from US\$ 23.23 billion in fiscal year 2007 to US\$ 37.35 billion in fiscal year 2012. [50.]

## Myntra incorporates product exchange feature on portal

In its ongoing effort to transform the online shopping experience for Indian shoppers, Myntra.com announced the launch of its product 'exchange' feature on the website, making it the first Indian fashion and lifestyle e-commerce portal to have introduced this facility.

Through this feature, shoppers will have an option to exchange an existing product for a different size, without having to first return and then re-order the product. This add-on feature will benefit shoppers who are not satisfied with the size and prefer faster product exchanges, hence assuring quick delivery turnarounds and hassle free replacement of products.

According to industry reports, close to 70% of all product returns in the apparel and footwear category in e-commerce are due to size and fitment issues. This new exchange feature will offer a lasting and unique experience, thereby increasing customer loyalty and satisfaction.

This facility is available to all Myntra's consumers across top 15 cities in India. The validity period for product exchange is 30 days from the day of purchase.

### About Myntra.com:

Myntra.com is among the leading e-commerce platforms in India for fashion and lifestyle products. Myntra.com has partnered with over 500 leading fashion and lifestyle brands in the country such as Nike, Adidas, Puma, Lee, Levis, Arrow, Biba, FabIndia, Timberland, CAT, US Polo and the likes to offer a wide range in latest branded fashion and lifestyle wear. With the largest in-season product catalogue, 100% authentic products, cash on delivery and 30 day return policy, Myntra.com is today the preferred shopping destination in India. [51.]



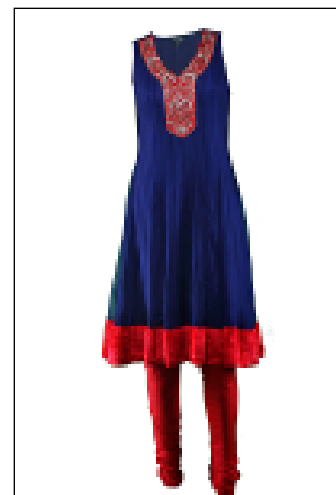
## Lifestyle unveils line inspired by 'Indian heritage'

Lifestyle, India's leading shopping destination synonymous with fashion and gracious living, gives you a chance to buy that perfect gift for your mother this Mother's day! With a whole new range of gifting options available, make your Mum feel special...

### Ethnic collection from Melange by Lifestyle

This mother's day, gift your mother something special from the vast collection of Melange. With an entire range of traditional silhouettes inspired by the rich Indian heritage, pick up kurtas, salwars, dupattas etc. that beautifully bring forth traditional Indian crafts like block printing and exquisite hand embroideries etc, that your mother will love.

Soothing summer fabrics like Cotton Voiles, Rayon, Georgettes and Chiffons have been used with a variety of prints; trims and innovative embellishments adding to the appeal and comfort of the collection, making it just perfect for the summer.



### Lifestyle International (P) Ltd:

Lifestyle International (P) Ltd. opened its first Lifestyle store in India in 1999 and in a little over a decade has come to be recognized amongst leading retail companies in the country. It is a part of the prestigious USD 4.7 billion Landmark Group (Dubai). Positioned as a trendy, young, colorful and vibrant store, Lifestyle offers consumers not just the ease of shopping but also provides for an enjoyable shopping experience. [52.]

## Many foreign companies set to enter Indian kidswear market

Several foreign companies, including Taiwanese firm Tung Ling Industries and German multi brand retailer Prowl, are planning to enter the Indian kidswear market due to the increasing demand for children's clothing in the country.

According to a recent study on Indian kidswear market conducted by the United Business Media (UBM) India, a leading global business media company, in collaboration with RNCOS, a leading industry research and consultancy firm, the domestic kidswear sector is currently estimated to be around Rs. 45 billion and it is expected to grow at around 18 percent annually during 2011-15.



Speaking to fibre2fashion, managing director of UBM India, Mr. Joji George said, "Several foreign companies are entering into the Indian kidswear market and major factors to boost the growth of this segment are rising media exposure to brands, high-disposable income and growing fashion and brand consciousness of kids."

According to him, Indian market is ever growing and the real might of Indian economy is its rising middle class. "Young and exposed Indian parents want to make the very best of global brands available for their children and they are getting more and more quality-oriented, this is the reason for quality-oriented brands to make their way in the Indian market," he mentions.

Mr. Deepak Agrawal, director of Little Feet Inc, says, "Presently the market size of the domestic kidswear is Rs. 380 billion and it is likely to grow to Rs. 800 billion by 2015 mainly due to the continuous rise in monthly per capita expenditure of urban population in India."

Foreseeing the increasing demand for kidswear market in India, Taiwanese firm Tung Ling Industries has signed a Memorandum of Understanding (MoU) with the Chennai-based Little Feet Inc to manufacture and distribute the company's kids brand Piyo Piyo in India. [53.]

## Ludhiana apparel & knitwear makers hold buyer-seller meet

Knitwear and Apparel Manufacturers Association of Ludhiana has organized a buyer-seller meet, which will run from May 11 to 15.

Stirred by the good business done during last winter season, India's knitwear and apparel producers have started making plans for next winter season.

Over 100 knitwear and apparel producers, including local players and also national-level retailers like Shoppers Stop, Reliance, are partaking in the event.

While producers are showcasing their collections for upcoming winter season at the event, retailers would place their orders during the event, which would help producers plan their production strategy for the season.

The yearly meet is being organized in the city for over last six years, to further a common platform to buyers and sellers to meet and decide their strategy for next winter season. [62.]

## Indian e-tailers go marketplace way to boost online sales

As the ecommerce market in India is evolving rapidly, several online retailers including Snapdeal and Flipkart, have adopted marketplace model to boost sales.

In Marketplace model, the online retailers do not need to store the products in warehouse as in inventory-based model. Recently, Flipkart.com announced the launch of Flipkart Marketplace. "With the launch of marketplace, numerous large and small sellers will now have access to Flipkart's huge traffic of 1 million visits every day," the company said.

According to eBay and Snapdeal, the early players in marketplace e-commerce, the entry of new players into the marketplace platform will help in expanding the e-commerce market & develop the system further.

E-commerce evangelist of eBay India, Ms. Deepa Thomas said, "A successful ecommerce business is one with a scalable & sustainable business model which provides consumers with the benefits of selection, convenience and access to products." "Online marketplaces lend themselves well to this by providing consumers with vast selection by leveraging the inventory of thousands of individual merchants, small medium businesses & brands allowing marketplaces to play in many categories & cater to demand from consumers in many cities," she adds.

Echoing her, Mr. Amit Maheshwari, Vice-President of Fashion Merchandising - Snapdeal.com, says, "The greatest advantage of marketplace platform is that there is no inventory holding and the seller gets the opportunity to directly communicate with the customer. As compared to inventory models it also gives a wide variety of choice for customers to buy. So it will positively impact the growth of e-commerce in India."

However, Mr. Ashutosh Lawania, co-founder of Myntra.com, disagrees. He says, "The inventory model is most suitable for fashion and lifestyle business since in the online fashion and lifestyle space it is important to maintain relevant stocks which are in line with the current season's trends. The inventory model also gives the company total control over the quality and authenticity of the product and service when compared to a marketplace model." [54.]

## FVIL acquires 33 percent stake in KFC Shoemaker

Future Ventures India (FVIL) has invested an undisclosed sum in KFC Shoemaker which has footwear brands like 'Trèsmode' and 'Solovoga'. It has picked up 33 percent stake in the company. This is the second investment by the firm in the footwear business. It had earlier put money in Clarks Future Footwear, a 50:50 JV with UK's C&J Clark International. KFC Shoemaker is primarily engaged in the business of sourcing footwear from domestic as well as foreign suppliers and undertakes retail sale of leather shoes/footwear/bags under the brand name Tresmode and Solvoga. It also plans to open exclusive stores as well as shop-in-shops within departmental and shoe chain stores in the Middle East and South East Asia and other emerging markets.

Its distribution channel comprises of Trèsmode stores in addition to shop-in-shops within outlets run by Shoppers Stop, Central, Pantaloon and Reliance Retail across the country. The firm had revenues of Rs 25.89 crores for FY13 as against Rs 21.52 crores in FY12. On completion of the investment, KFC Shoemaker would be an associate of FVIL. On approval of the on-going demerger process of FVIL, KFC Shoemaker will be part of investment of the new company Future Lifestyle Fashion. [68.]



## Raymond sets focus on growth and profitability

After focusing on consolidation and margin improvement for a year, apparel maker Raymond intends to return its sights to growth and higher profitability in the current fiscal year. Raymond's newly appointed chief financial officer M Shivkumar has indicated that the company's net debt may go up by Rs 150-200 crores this fiscal owing to the company's capital expenditure plans.

Around Rs 342 crores of debt is due for repayment in the third and fourth quarters of 2013-14, which will be replaced by long-term debt, or other loans, he said. Raymond appointed consultancy Accenture Plc last year for a margin improvement programme and consolidated its apparel business structure to improve cost efficiency. These measures have resulted in the firm boosting cash flow from operations by 42 percent to Rs 326 crores in the year ended March, according to brokerage PhillipCapital (India).



The inventory days — a measure of efficiency based on the number of days that a company holds its inventory before selling it — declined from 155 days to 144 days in FY13 and the improvement is largely led by textile business as well as liquidation of inventory in branded apparel business, said a report by PhillipCapital. In the March quarter, Raymond opened 22 new stores and closed 14. Raymond has restructured its top management, splitting its portfolio and separating the strategy and finance divisions in March. Robert Lobo, who earlier headed the brands ColorPlus and Raymond Premium Apparel is now President-group apparel at Raymond, and will oversee all the four brands in the branded apparel business segment such as Park Avenue, Parx, Raymond Premium Apparel and ColorPlus.

Gautam Hari Singhania, Chairman and Managing Director, said in a statement that the focus has been on improving the operational efficiencies, through supply chain management initiatives, cost rationalization and consolidation of apparel business operations, which resulted in pull back of profitability and improvement in cash flows. [63.]

## Cantabil to rise again

After two years of a massive operational rejig, Delhi-based retailer Cantabil is now planning a fresh round of brand revival. It plans to focus on limited store expansions and shed its earlier model of offering heavy discounts all round the year.

The loss making retail chain, which has already shut down almost half its stores across the country, is expecting to make over 5 percent profits in the current financial year. Cantabil shut down 88 of its unviable stores in two years. The brand is planning to invest close to Rs 20 lakh per store, which it intends to raise through bank loans and internal accruals.



Earlier, it focused on heavy discount of 80 to 90 percent, the retail chain suffered losses to the tune of Rs 15 to Rs 20 crores during the financial year 2011-12. It has reduced its debt levels by half in two years. Instead of betting on discounts and schemes, it will focus on product quality and customer experience now. From the current sales levels of close to Rs 80 lakh per year, the brand is targeting sales upwards of Rs 1 crore in the current financial year. [64.]

## Blackberrys' sharp 'starry' nite

Menswear brand Blackberrys, unveiled its latest Spring/Summer 2013 collection amidst a fashion and music show, at 'Blackberrys Sharp Nights-Jam up' in Mumbai. The concept was to bring together some of the finest and the most versatile talents in music and Bollywood industry, who have challenged existing norms. Four New Age artists: Arjun Rampal, Anushka Manchanda, Ayushmann Khurrana and Karsh Kale were presented together on one stage.

Blackberrys has been known for 'challenging norms' and walking the unbeaten path. With the brand's mantra of 'Go Sharp', this concept was another novelty. Bollywood actor Arjun Rampal, who was a part of the Jam up, said, "Sharp Nights is an interesting concept to bring out a "not that well known" facet of one's personality.

Anushka Manchanda was a part of India's first girl band called 'Viva' and then attained huge popularity as playback singer. Ayushmann Khurrana, known for his versatility and is now also recognized as a singer. Karsh Kale is a well known name in the underground music scene, not just in India, but across the world. He is a composer, percussionist, a DJ. He has collaborated with the likes of Anushka Shankar, Norah Jones and many others..

Marking a success of this grand celebration, Yogesh Tiwari, VP Sales and Marketing, Blackberrys expressed, "Blackberrys stands for being edgy and this reflects in every edition of Sharp Nights. Last two seasons we have successfully recognized the sharpest people in different walks of life. This Spring Summer' 13 edition themed as "Jam up" was to bring together fashion and music and four distinct personalities who have challenged norms and redefined conventional roles." [65.]



## Shoppers Stop Q4 net profit up 10 percent

Shoppers Stop, India's prominent retail group (operator of large format department stores, home stores, specialty stores like Crossword, Mothercare, M.A.C, and hypermarkets) reported a gross retail turnover of Rs 709.4 crores for the quarter ended March 31st, 2013 as against Rs 616.2 crores in Q4 FY12; registering an increase of 15 percent. Net profit stood at Rs 15.2 crores for the quarter ended March 31st, 2013, a growth of 10 percent.

Commenting on the results, Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop said, "We have witnessed a stable environment in the last quarter with a positive growth in like-to-like sales. We continue to extend the retail footprint of our various formats in the country with a keen focus on existing as well as Tier II cities."

The company reported an annual turnover of Rs 2,559.7 crores for the year ended FY13 as compared to Rs 2,192.5 crores in FY12 reporting a rise of 17 percent. With 55 stores across 24 cities, Shoppers Stop continues to grow and expand its retail footprint. This quarter, SSL added one new HomeStop store at Chennai, two M.A.C stores at Bengaluru and Chennai, two Clinique stores at Bengaluru and Chennai and two Crossword stores at Cochin & Mumbai.



Pushing ahead with its successful loyalty programme, SSL continued to expand its membership base adding about 86,781 new members to the First Citizen Loyalty Programme in Q4FY 13. The programme now has a total First Citizen base of over 28.8 lakh members. [66.]

## Indian Terrain's Q4 PAT up at Rs. 2.71 cr

Indian Terrain Fashions has reported net sales/income from operations at Rs 53.76 crores against Rs 39.63 crores for the quarter ended March 31, 2012. In its financial results for the period ended March 31, 2013 the company's net profit was Rs 2.71 crores for the quarter ended March 31, 2013 against Rs 0.53 crores for the quarter ended March 31, 2012.

The company has reported an EPS of Rs 4.71 for the quarter ended March 31, 2013 as compared to Rs 0.94 for the quarter ended March 31, 2012. The net sales/income from operations is Rs 156.78 crores this quarter compared to Rs 140.97 crores for the same period in 2012. The net profit was at Rs 4.11 crores for the year ended March 31, 2013 as against Rs 1.77 crores for the year ended March 31, 2012. The company has reported an EPS of Rs 7.14 for the year ended March 31, 2013 as compared to Rs 3.06 for the year ended March 31, 2012.



Indian Terrain recently ventured into accessories segment with socks and boxers and is looking at tying up with a few distributors dealing with Jockey and VIP brands for their distribution. Also on the cards are belts, to be launched by the end of this year (2013-14) and shoes apart from a denim sub-brand to woo a younger audience. [67.]

## Apparel exports continue to slide in March 2012-13

A Sakthivel, Chairman AEPC, while releasing the apparel export data for the month of March 12-13 has stated that, "Export in dollar terms for 12 months of the Financial Year (FY) 2012-13 has declined by six percent over the same period of previous FY and reached to 12,923 million dollars (Rs 69,603 crores). However, in rupee terms exports increased by seven percent compared to same period of last FY. In April-March 2012-13 in rupee terms apparel export of India was to the tune of Rs 70,312 crores compared to Rs 65,709 crores in April-March 2011-12."

Apparel exports were to the tune of 1,389 million dollars (Rs 7,479 crores) in March 2012-13 with increase of 12 percent against the corresponding month of last financial year. In rupee terms, the exports have increased by 21 per cent in March 2012-13 over the same month of previous FY. In FY 2011-12 exports in dollar terms increased by 17.9 percent from previous FY.

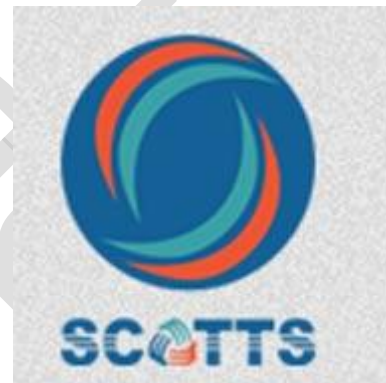
Chairman AEPC, on behalf of the apparel Industry has demanded duty credit scrip of five percent of garment exports for the export performance in the year 2012 -13, for issuance of duty credit scrip from the year 2013 -14 and onwards. On account of the spiralling cotton yarn prices Sakthivel has proposed the banning the cotton exports from India or allowing garments exporters to import duty free yarn and fabrics. [69.]

## Scotts Garments withdraws IPO due to timid response

After Sai Silks, readymade fashion garments manufacturer Scotts Garments has withdrawn its initial public offering owing to poor subscription response despite its low price band and extension of subscription period. The company extended the issue's closing date to May 3 from April 29, 2013 earlier. It also lowered the price band to Rs 118-120 from the earlier Rs 130-132 per share.

Even after extending the subscription period, Scotts Garments could attract just two per cent subscription. Till April 29, the issue was subscribed 25 percent. So the total subscription was 27 percent on Friday last week. The Rs 126-crores issue received bids for 28.17 lakh shares as against 1.05 crores shares on offer, as per data available with NSE.

At present, the Bangalore-based garment export company has 24 manufacturing units in Karnataka and Tamil Nadu and 95 percent of its products are exported mainly to the US, the UK, Europe and China. The company planned to use the funds for setting up of unit for trouser manufacturing at Doddaballapur, Karnataka and knitting & fabric processing unit at Kagal in Kolhapur.



Keynote Corporate Services and Canara Bank Merchant Banking Division are the book running lead managers (BRLM) to the issue. Link Intime India is the registrar. Scotts Garments is the second company in 2013 that investors avoided for subscription. It may be recalled, Sai Silks (Kalamandir) withdrew its public issue in February due to the same reasons. [70.]

## Enah spreads web-presence with eco-friendly clothing

Enah the eco-friendly clothing range plans to expand its range to incorporate men's and kids' clothing. After building a strong presence with ethical fashion and lifestyle clothing through e-retail websites like Flipkart, Koovs, Myntra, Shopo and Jabong since February 2012, Enah officially launched its own website in October last year. The brand claims to be an eco-friendly brand by the way it is manufactured, designed and packaged. Currently Enah just has women's apparel as a category but it plans to expand its range adding men's, kids', maternity wear, fashion and accessories, organic beauty and food products and home decor and furnishings. It recently launched a 'custom fit' initiative where customers can provide their measurements and get garments custom made. The platform currently has more than 500 products in the range of Rs 599 to Rs 2,499 and average basket size is that of Rs 1,000.



The retail (Ace Lifestyles e-Retail) and manufacturing arms (Aikya Clothing Co) are sister organisation of Enah. This enables the brand to have a back-to-back ordering arrangement and optimise warehousing costs as no inventory needs to be maintained. They are associated with Quantum Solutions and Velocity Express for their logistic services. Enah has already raised an undisclosed amount of angel investment from G P Deshpande and are in talks with VC' and Angels for further funds. They are hoping for an amount close to five million dollars (Rs 27 crores) to invest in scaling up. [71.]



# technical textiles



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## headlines- technical textile

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## EDANA 2012 nonwovens production statistics

EDANA's European annual statistics on Nonwovens Production and Deliveries for 2012 were recently disclosed at its Nonwoven Producers Forum.

Jacques Prigneaux, EDANA's Market Analysis and Economic Affairs Director, described the evolution by nonwovens process leading to an overall growth of 2.2% in production volume for 2012, despite an unfavourable macroeconomic context in Europe.

Total deliveries reached the level of 1,954,000 tonnes and 57,690 million square metres last year, with Spunmelt processes accounting for 45% - the rest was fibre-based materials. Within the drylaid category, the leading bonding technologies remain spunlace and needlepunch in terms of tonnage produced.



"This is the third year in a row of output growth following the slowdown of 2009. Nevertheless, the different market segments follow different trends. In nonwovens, drivers are multiple as linked to the numerous and increasing possible applications. Some sectors like construction and automotive are directly impacted by the economic background, while disposable end-uses are less affected. Moreover, within the Greater Europe, different major trends have also been observed on a country basis," Jacques Prigneaux said.

Compared to the situation in 2011, hygiene wipes and automotive segments showed some growth rates higher than 5%, but construction, the second most important sector in volume, recorded a decline of 3%.

Nonwovens trade flows in and out of the European Union are still limited compared to local production. The positive trade balance with the rest of the world increased last year, in both volume and value. A large part of the flows was in spunmelt materials and EU27 maintained a positive trade balance for each sub-category by weight.

"The EDANA nonwovens database and statistical methodology, which is over 30 years-old (and has been refined over the years using the latest IT features), is unique and the largest of its kind in the world, based on an exhaustive annual survey with direct input from nonwoven producers," EDANA explains.

With all significant players from Greater Europe and a large number of companies participating already from the Middle East and Africa, more than 100 major nonwoven producers are directly involved, representing over 85% of the production in both regions. The remainder of the market is covered by qualified estimates for an equivalent number of generally much smaller players.

"EDANA's leadership in this area is based on a multi-dimensional expert system with internal consistency checks, based on verified reports of the consumption of raw materials, production of roll goods by process, and deliveries both by process and end-uses," the organisation adds.

Other systems, relying on less frequent direct input, on nominal - published or estimated - capacities of installed nonwoven production lines and/or random telephone interviews, often result in much less accurate data.



“Our leadership in nonwoven market surveys, with a scope representing well over 30% of the world’s nonwoven production, gives EDANA both an advantage and responsibility for the future provision of global nonwovens statistics”, said Pierre Wiertz, General Manager.

“We are pleased to cooperate with INDA on a Global Nonwovens Outlook 2012-2017, and during ANEX 12, we have offered our colleagues from ANFA (representing companies from China, Japan, India, Korea, and other countries) to explore a similar collaboration for the future.”

EDANA members, as part of their membership benefit, will get soon their complimentary copy of the full report and detailed data for the *2012 European Nonwovens Production and Deliveries*. [14.]

## Formax sets up recycling division

Formax, a leading manufacturer of speciality composite reinforcements, has launched a new recycling initiative at its Leicester, UK production facility. Thanks to the creation of a dedicated Recycling Division and the installation of two bespoke machines, Formax says it is now able to reprocess the majority of its glass and carbon fibre waste.

The recycled materials are said to be suitable for a variety of non-structural and structural applications across a range of industries, and a number of Formax’s customers are already manufacturing components using products from the division.

“Last year we generated over 600 tonnes of glass waste so recycling is clearly very high on our agenda, both from a position of environmental responsibility, but also from a commercial standpoint. The market for recycled materials is a growing sector with a number of significant opportunities and the creation of our new Recycling Division allows us to devote considerable time and resource into optimizing products for these processes,” comments Oliver Wessely, Managing Director of Formax. [15]



## Clariant to partake at Techtexil 2013

Clariant, a world leader in specialty chemicals, invites the technical textile sector to discover "effects that perform, chemistry that cares" at Techtexil 2013 from June 10 - 13 in Frankfurt, Germany.

Visitors need look no further than Clariant’s Booth B33 (Hall 3) for a host of opportunities to achieve cutting-edge functionality with solutions that also address market and consumer demand for products that are safer for people and kinder to the environment.



Clariant’s broad portfolio of innovative, effect-promoting dyes and finishes is highly-valued among the technical textile sector for its focus on safety and ecology, as well as its contribution to improving manufacturing efficiency.

### Featured highlights at the show will include:

- Flame retardant solutions that are halogen-free- Pekoflam
- Stability and resistance while reducing or eliminating the release of formaldehyde - APPRETAN E and APPRETAN NF
- Fluorine-free chemistry for durable water repellency with - Arkophob FFR
- Uncompromising repellency and release with PFOA-free C6 chemistry - Nuva N

Clariant thus proves to be the system supplier of choice for textile mills and nonwoven manufacturers in the area of technical textiles because of its broad portfolio of innovative materials and finishes, and ability to deliver tailor-made solutions for specific sectors.



“Clariant’s commitment to establishing long-lasting customer relationships, backed by extensive customer service and support, ensures we deliver products that not only advance the performance of technical textiles with measurable benefits but also assist producers in adopting more sustainable operations and processes.

“These are key elements for our customers’ success in today’s challenging business environment,” comments Jochen Schmidt, Head of Technical Service EMEA, Textile Chemicals Business Unit, Clariant. [17.]

## ACIMIT on trade mission to Indonesia

ACIMIT, the Association of Italian Textile Machinery Manufacturers, participated in the *Sistema Italia* trade mission to Indonesia from 6-8 May, promoted by the Italian Ministries of Economic Development and Foreign Affairs, and organized by ICE – the Italian Trade Promotion Agency, the government organization which promotes the internationalization of Italian businesses abroad.

“Indonesia is proving to be a country with solid economic growth. Its local textile industry is a dominant force in a broad competitive recovery, and Italian machinery manufacturers are looking to consolidate their presence by participating in the *Sistema Italia* mission, organized by ICE – the Italian Trade Promotion Agency,” the organisation said in a statement.

The mission will include B2B meetings and thematic seminars, and is said to be particularly relevant for Italy’s textile machinery sector. Indonesia’s textile industry has grown in recent years, thanks especially to a state program to re-launch the sector, through incentives for the acquisition of new machinery. According to ACIMIT, roughly 75% of existing machinery in Indonesia has been in operation for more than 10 years. The Indonesian Ministry of Industry, says 670 textile manufacturers benefitted from this program during the period from 2007-2011 and as a result, the demand for textile machinery in Indonesia has grown.

In 2012, Italy exported textile machinery to Indonesia to the value of Euro 38 million – a 30% increase compared to the previous year and only China, India and Bangladesh surpass Indonesia among major Asian markets. Indonesian demand for Italian machinery mainly focuses on finishing machines (35% of the total), followed by weaving machines (32%).

“Indonesia is one of our fastest growing markets for the textile machinery builders,” comments Sandro Salmoiraghi, President of ACIMIT. “We believe this mission will provide a further opportunity to strengthen the close ties that already link Indonesian textile manufacturers with Italian textile machinery companies.”

ACIMIT represents an industrial sector comprising around 300 companies, employing roughly 12,200 people and producing machinery to an overall value of Euro 2.4 billion, with exports amounting to 83% of total sales. According to ACIMIT, the quality of Italian textile technology is evidenced by the high number of countries in which Italian machinery is sold - around 130 countries worldwide.

“Creativity, sustainable technology, reliability and quality are the characteristics which have made Italy a global leader in the manufacturing of textile machinery,” concludes ACIMIT. [16.]



## Andritz installs needlepunch line at new technical center

ANDRITZ Asselin-Thibeau, part of international technology Group ANDRITZ, has opened its new technical center in Elbeuf, France. For the first time, nonwovens producers have the opportunity to test the neXline needlepunch pilot line, designed in industrial scale. The installation unites all the latest technology developments by ANDRITZ for the needlepunch market.

The new line includes a high performance Excellence double card designed to run short and long staple fibers with a very uniform web aspect despite throughput capabilities in excess of 500 kg/h/m. Here, for the very first time, the TT card concept is applied to crosslapping processes.



It can be set to provide highly uniform webs with MD/CD ratios of less than 3:1. Thanks to the TT card system, the line is capable of producing needled felts with low to high elongation percentages, with high tensile strength values. Final MD/CD tensile strength ratios of 1:1 will be possible once the felt reaches the winder.

The ACS and the Quat!sys systems for crosslappers allow high production speed, even with condensed or randomized carded webs. The ProDyn system will be available on the pilot line, as will the Iso-ProDyn system. Both technologies can be activated at the operator's request. User benefits are the unique weight evenness properties as well as the improved evenness of MD/CD tensile strength values across the fabric width.

The ANDRITZ pilot line is equipped with two fabric web drafting units, one of which is being exhibited to the public for the very first time.

The Zéta drafter is designed for speeds of over 40 m/min and also has a very strong drafting capability, minimizing aspect distortion during fabric elongation. Furthermore, the A.50-R and A.50-RS needlelooms provide capabilities to needle from one side only or from both sides.

The line controls feature the new ANDRITZ Asselin-Thibeau standard electrical equipment, replacing the proprietary IPC rack. An advanced SCADA solution is available for complete production line management with the ability to manage the recipe database and to monitor production reports, but also to optimize the maintenance program.

The pilot line also includes state-of-the-art opening and blending equipment as well as automatic accumulator, slitter, and winder.

### The ANDRITZ GROUP

The ANDRITZ GROUP is a globally leading supplier of plants, equipment, and services for hydropower stations, the pulp and paper industry, the metalworking and steel industries, solid/liquid separation in the municipal and industrial sectors, and the production of animal feed and biomass pellets. [18]

## Triumph Group sales rise 9% in FY'13

Triumph Group, Inc reported results for the fourth quarter and the fiscal year ended March 31, 2013.

### Full Fiscal Year Highlights

For the fiscal year ended March 31, 2013, net sales totaled \$3.703 billion, a nine percent increase from fiscal year 2012 net sales of \$3.408 billion. Organic sales growth for the fiscal year was eight percent.



Income from continuing operations for fiscal year 2013 was \$297.3 million, or \$5.67 per diluted share, versus \$281.6 million, or \$5.43 per diluted share, for fiscal year 2012.

The fiscal year's results included approximately \$44.2 million pre-tax (\$28.5 million after tax or \$0.54 per diluted share) of non-recurring costs. Excluding the non-recurring costs, income from continuing operations for fiscal year 2013 was \$325.9 million, or \$6.21 per diluted share.

The prior fiscal year included a net curtailment gain of \$40.4 million pre-tax (\$26.1 million after tax) as well as \$6.3 million pre-tax (\$4.1 million after tax) of integration costs associated with the Vought acquisition. Excluding integration costs and the net curtailment gain, earnings per share from continuing operations for fiscal year 2012 was \$5.01 per diluted share. The number of shares used in computing diluted earnings per share for fiscal year 2013 was 52.4 million shares.

### Fourth Quarter Highlights

For the fourth quarter ended March 31, 2013, net sales were a record \$986.3 million, a four percent increase from last year's fourth quarter net sales of \$946.4 million. Organic sales growth for the quarter was two percent.

Income from continuing operations for the fourth quarter of fiscal year 2013 was \$65.6 million, or \$1.24 per diluted share, versus \$106.3 million, or \$2.03 per diluted share, for the fourth quarter of the prior fiscal year.

The quarter's results included approximately \$36.0 million pre-tax (\$23.2 million after tax or \$0.44 per diluted share) of non-recurring costs. Excluding the non-recurring costs, earnings per share from continuing operations for the quarter were \$1.68 per diluted share.

The prior fiscal year's quarter included a \$40.4 million pre-tax (\$26.1 million after tax) net curtailment gain and \$2.6 million pre-tax (\$1.7 million after tax) of integration costs associated with the Vought acquisition. Excluding integration costs and the net curtailment gain, earnings per share from continuing operations for the prior fiscal year's fourth quarter was \$1.57 per diluted share. The number of shares used in computing diluted earnings per share for the quarter was 52.7 million shares.

Triumph Group, Inc., headquartered in Berwyn, Pennsylvania, designs, engineers, manufactures, repairs and overhauls a broad portfolio of aerostructures, aircraft components, accessories, subassemblies and systems. The company serves a broad, worldwide spectrum of the aviation industry, including original equipment manufacturers of commercial, regional, business and military aircraft and aircraft components, as well as commercial and regional airlines and air cargo carriers. [19.]

## Precision protective fabrics bag Oeko-Tex certificates

Precision Fabrics Group (PFG), maker of value-added, woven and non-woven technical textiles for performance applications, has selected OEKO-TEX Standard 100, a comprehensive textile product safety certification program that ensures textiles are tested for chemical substances which are believed to be harmful to human health.

OEKO-TEX tests for more than 300 concerning substances such as heavy metals, carcinogenic dye stuffs, pesticides, and formaldehyde. The certification is independent and voluntary and is a component of PFG's comprehensive commitment to quality, product safety, and responsible manufacturing.



“OEKO-TEX certification gives our customers added assurance that the fabrics we provide are tested for harmful chemicals and made to the high standards they expect from PFG,” says Dr. Terry Montgomery, Vice President of PFG’s Woven Division. “We selected OEKO-TEX certification for its up-to-date catalog of concerning substances, its rigorous testing procedures, and its global recognition.”

PFG renewed certification on three of its woven fabric lines. DermaTherapy fabrics are used in therapeutic bedding for people who suffer from atopic dermatitis, eczema, psoriasis and night sweats. The fabrics are smooth and wick moisture to provide a skin-friendly surface for sensitive consumers.

Pristine fabrics are made into anti-dust mite bedding encasements for consumers suffering from asthma and allergies. Unlike some other barrier fabrics, Pristine fabrics are soft, breathable, and durable. PFG also secured certification for its Integrity fabrics which are used in industrial and pharmaceutical clean room protective apparel. This engineered fabric line provides contaminant protection and features other value-added benefits such as antimicrobial and ESD properties.

“These fabric collections are used in applications where harmful substances could compromise product performance and consumer satisfaction,” continues Montgomery. “With OEKO-TEX certification, we know-- and our customers know-- that these fabrics are safe for the people who ultimately use them.”

Another benefit of OEKO-TEX certification is the modular nature of the testing process. When PFG’s customers want to secure OEKO-TEX certification for their final products, they get credit for using PFG’s certified fabrics, resulting in an easier and less costly certification procedure. PFG and other certified manufacturers are listed in Oeko-Tex’s online Buyer’s Guide.

### About Precision Fabrics Group Inc.

Precision Fabrics Group is an international high-performance textile manufacturer known for developing innovative and technically advanced fabrics for aerospace. [20.]



## Lanxess Q1 sales down 12% from fall in sales prices

LANXESS posted lower earnings in the first quarter of 2013 as expected due to a weak market environment, particularly in the tire and automotive industries.

### Highlights:

- Q1 sales decline by 12 percent to EUR 2.1 billion
- Q1 EBITDA pre exceptionals falls by 53 percent to EUR 174 million
- Q1 net income drops by 87 percent to EUR 25 million
- Agrochemicals business shows robust development
- Q2 forecast: EBITDA to improve sequentially, but below EUR 220 million
- Outlook for 2013: Pick-up in demand in second half of the year; EBITDA expected to be below EUR 1 billion
- Further measures planned to improve competitiveness



First-quarter sales were down by 12 percent year-on-year to EUR 2.1 billion, mainly due to lower volumes and fallen selling prices. EBITDA pre exceptionals moved back by 53 percent against the prior-year period to EUR 174 million and was thus within the target corridor of between EUR 160 million and EUR 180 million communicated in March.

The operating result was diminished by scheduled one-time effects of about EUR 30 million for the start-up of the new butyl rubber plant in Singapore and the conversion to Keltan ACE technology at the EPDM rubber plant in Geleen, Netherlands.

The agrochemicals business as well as the company's strong position in the growth region of Asia proved to be stabilizing factors in the first quarter.

The Group's EBITDA margin fell from 15.5 percent to 8.3 percent. Net income receded by 87 percent year on year to EUR 25 million.

"We are not immune to a sharp drop in demand, but we are responding to it proactively as always," said LANXESS' Chairman of the Board of Management Axel C. Heitmann. At the start of the year, LANXESS already initiated temporary facility shutdowns in the Performance Polymers segment in line with its proven policy of flexible asset and cost management. Now additional measures are planned in the Performance Chemicals segment.

"These measures are not merely designed to achieve short-term savings. We aim to raise the competitiveness of our international sites in this segment for the medium and long term," said Heitmann.

LANXESS is also reducing its capital expenditure budget for 2013 to EUR 600 million from the previously planned level of EUR 650 million to EUR 700 million.

### Financial data

As expected, net financial liabilities rose in the first quarter compared with the end of 2012, namely by 21 percent to roughly EUR 1.8 billion mainly as a result of the increase in working capital. Operating cash flow was negative at EUR 160 million due to the weak operating result coupled with the higher working capital.

"We currently see a rise in net debt in the first half of the year which is typical for us. Our financing position, however, is sound and remains secure for the long term. We are also exercising strict spending discipline," commented LANXESS Chief Financial Officer Bernhard Duettmann. [21.]

## Lenzing Group Q1 sales decline 6%

The ongoing difficult market environment for man-made cellulose fibers shaped the business development of the Lenzing Group in the first quarter of 2013 as expected. Consolidated sales amounted to EUR 496.5 mn, a decline of 6.0% from the comparable figure of EUR 528.2 mn in the prior-year quarter.

However, this also includes the shift of about EUR 25 mn from external to internal sales at the Paskov pulp plant. In a year-on-year comparison of total fiber sales, the selling price decline could almost be completely compensated by the higher fiber sales volumes in the first quarter of 2013.

### Highlights:

- Weak fiber selling prices, Lenzing counteracts trend with cost savings
- EBITDA of EUR 64.5 mn above expectations
- Unchanged guidance for the entire year 2013



Although consolidated earnings before interest, tax, depreciation and amortization (EBITDA) in the first quarter of 2013 fell to EUR 64.5 mn (1-3 2012: EUR 93.1 mn), the EBITDA margin at 13.0% (1-3 2012: 17.6%) was higher than expected, and was slightly above the guidance for the first quarter of 2013. Earnings before interest and tax (EBIT) of the Lenzing Group declined by 46.1% to EUR 36.2 mn (1-3 2012: EUR 67.2 mn), comprising an EBIT margin of 7.3% in the first three months of the year (1-3 2012: 12.7%).

"Lenzing acquitted itself quite well in the first quarter of 2013. We counteracted the more difficult market conditions in a timely manner by implementing the cost optimization project excellENZ, and already achieved the first cost improvements.

"Moreover, we are strengthening our specialty strategy by putting the focus on our specialty fibers Lenzing Modal and TENCEL. A further priority is the optimization of our cash management in the Lenzing Group by postponing maintenance investments for the time being which are not absolutely necessary", says Peter Untersperger, Lenzing's Chief Executive Officer, in explaining the current approach.

In the first quarter of 2013, total fiber sales volumes amounted to about 216,000 tons, at about the same level as the fourth quarter of 2012 but approximately 13% higher than the prior-year quarter. This increase can be attributed to the new production capacities coming on stream in Indonesia and the USA. A fire took place at the TENCEL fiber production site in Heiligenkreuz in March, which will likely result in a loss of production amounting to some 5,000 tons in 2013 as a whole.

The strategic expansion program of the Lenzing Group was implemented as planned in the first quarter of the year. Rapid progress is being made on construction of the large TENCEL factory at the Lenzing site.

The conversion of the Biocel Paskov pulp plant from a paper to a swing capacity paper and dissolving pulp plant is also proceeding on schedule. On balance, capital expenditure in the form of investments in property, plant and equipment and intangible assets totaled EUR 56.5 mn in the first quarter of 2013, above the prior-year level of EUR 52.9 mn.

Adjusted Group equity as at March 31, 2013 increased once again, rising slightly by 1.7% to EUR 1,172.9 mn from EUR 1,153.1 mn at the end of 2012. This corresponded to an excellent adjusted equity ratio of 45.1% of the balance sheet total (December 31, 2012: 43.8%). [22.]

## 1,250 exhibitors to partake at Techtexsil 2013

With around a month still to go before Techtexsil opens its doors, the leading international trade fair for technical textiles and nonwovens is fully booked up. Well over 1,250 exhibitors, including all of the world's leading manufacturers, will make presentations at Frankfurt Fair and Exhibition Centre from 11 to 13 June 2013.

“For the first time ever, Techtexsil is fully sold out. The growth in exhibitor numbers, the proportion of new exhibitors and returnees, as well as the further increase in the level of internationality leave no doubt that Techtexsil is the world's leading platform for the sector”, says Olaf Schmidt, Vice President, Textiles & Textile Technologies.



At the same time, Techtexsil is distinguished by growth across all countries and regions, e.g., the number of exhibitors from Germany, Italy, India and Turkey has increased compared to the last event in 2011. The number of pavilions has also risen by two in comparison with Techtexsil 2011 and now totals 13 exhibitor nations. In addition to Belgium, China, France, Italy, Canada, Portugal, Spain, Taiwan, the Czech Republic and the USA, Great Britain, India and Croatia are also represented this year.

As in previous years, all key players have registered for Techtexsil. The exhibitors with the biggest exhibition stands include James Dewhurst, Elmatex, Gerber Technologies, Groz-Beckert, Heathcoat Fabrics, Hyosung, IBENA, Johns Manville, Kordsa Global, Lenzing, Mehler Technologies, Oerlikon Textile, PHP Fibers, Georg Salm, Salteks, Sandler, Sattler, Sioen, S.M.R.E., Teijin Aramid, Thrace Plastics, Toray International Europe, Trützschler Nonwovens, TWE Vliesstoffwerke Emsdetten and Wirth Fulda.

In terms of registrations by product groups, the most exhibitors are to be found in 'woven fabrics, laid webs, braidings, knitted fabrics' and 'technology, processes and accessories, 'coated textiles' and 'fibres and yarns'. Particular exhibitor interest is being shown in the new 'functional apparel textiles' product group. The five biggest areas of application for Techtexsil products are Indutech, Mobiltech, Buildtech, Hometech and Protech.

Thus, trade visitors can expect to find an outstanding, multi-faceted and international spectrum of textile materials including fibres and yarns, coated textiles and textile technologies for all different technical applications. The range of information offered at the fair is supplemented by the Techtexsil and Avantex Symposiums. The deadline for registrations at the early-bird price is 21 May 2013.

The new exhibitor search engine has been online at [www.techtexsil.com](http://www.techtexsil.com) since the end of April so that all trade visitors can find out about the event, the exhibitors and the complementary programme in advance and thus make optimum preparations for their visit to the fair.

For the second time running, Techtexsil will be held concurrently with Texprocess, the leading international trade fair for processing textile and flexible materials. Texprocess begins on 10 June and ends together with Techtexsil on 13 June. “The numerous synergistic effects generated by holding the two fairs in parallel are of equal benefit to visitors and exhibitors”, says Olaf Schmidt. “For example, Techtexsil visitors from the apparel industry profit from the extended range of products to be seen at Texprocess.” [23.]

## Alpha Pro Tech disposable apparel Q1 sales rise 10.5%

Alpha Pro Tech, Ltd., a leading manufacturer of products designed to protect people, products and environments, including disposable protective apparel and building products, announced financial results for the three months ended March 31, 2013.

- Sales for the Disposable Protective Apparel segment increased by \$0.3 million, or 10.5%; the increase was primarily due to an increase in sales of disposable protective apparel to regional and national distributors.

- Sales for the Building Supply segment decreased by \$0.4 million, or 7.6%; REXfSynFelt synthetic roof decreased by 23.3%, and REXWrap housewrap increased by 22.5% for the quarter.

- Gross profit increased by 6.9% to \$3.7 million, or 38.8% gross margin, compared to \$3.4 million, or 35.6% gross margin, for the first quarter of 2012 due to a decrease in Building Supply segment material costs.

- Subsequent to March 31, 2013, cash and cash equivalents improved to \$5.0 million from \$3.3 million as of March 31, 2013.

Consolidated sales for the first quarter decreased 1.8% to \$9.5 million from \$9.6 million for the comparable quarter of 2012. Building Supply segment sales for the three months ended March 31, 2013 decreased by 7.6% to \$5.2 million, compared to \$5.6 million for the same period of 2012. The sales mix of the Building Supply segment for the three months ended March 31, 2013 was 58% for synthetic roof underlayment and 42% for housewrap.

This compared to 69% for synthetic roof underlayment and 31% for housewrap for the first quarter of 2012. Sales for the Disposable Protective Apparel segment for the three months ended March 31, 2013 increased 10.5% to \$3.2 million, compared to \$2.9 million for the same period of 2012. Infection Control segment sales for the three months ended March 31, 2013 decreased by 5.2% to \$1.07 million, compared to \$1.1 million for the same period of 2012.

Al Millar, President of Alpha Pro Tech, commented, "The decrease in Building Supply segment sales was primarily due to a 23.3% decrease in sales of REXSynFelt synthetic roof underlayment due to cold and winter weather conditions, partially offset by a 22.5% increase in sales of REX Wrap housewrap. Sales of our newest housewrap, REX Wrap Fortis, a non-perforated breathable housewrap, are starting to gain traction. In the first quarter of 2013, REX Wrap Fortis sales increased six-fold over the first quarter in 2012 and comprised 9% of total housewrap sales. Sales of REX Wrap Fortis are expected to increase significantly in 2013."

Mr. Millar continued, "In the first quarter of 2013, TECHNOply, the economy version of our synthetic roof underlayment, which is designed to capture market share in the lower end of the market, delivered 18 times the sales of the same period in 2012. This contributed approximately 10% of total synthetic roof underlayment sales for the quarter as compared to 6% for all of 2012.

"We believe that the outlook for the Building Supply segment is promising and that we are in a good position to take advantage of significant growth prospects as the housing market continues to recover. We will continue to introduce new products in our Building Supply segment as we see opportunities arise."

Mr. Millar concluded, "Sales for the Disposable Protective Apparel segment increased by 10.5%, primarily due to an increase in sales to regional and national distributors. Management is emphasizing a more diversified and broader distribution strategy for our Critical Cover protective apparel product line. We believe that this strategy is gaining momentum and will continue to grow our revenues and market share." [24]



## Alcantara displays interiors at Auto Show in Shanghai

Alcantara, the versatile Italian-made fashion material, was in the news throughout auto show week in Shanghai last month.

The material's versatility was showcased during an exclusive "World of Alcantara" night with leading designers from the fashion, interior design and automotive industries. Lamborghini, Porsche and Volkswagen were among the automakers featuring the use of Alcantara on their vehicles at the auto show.

The fashion house of Aquilano.Rimondi, the French furniture maker Ligne Roset and Lamborghini took part in the event. A di Alcantara fashion accessories and handbags also were showcased. The highlight of the night was represented by the parade of the garments designed by Aquilano.Rimondi fashion label, using Alcantara exclusively.



"Alcantara has the power to turn everything it touches into something unique and unrepeatable," says Andrea Boragno , chairman and CEO of Alcantara S.p.A. "It could be a garment, a bag, a car seat, a sofa, a lamp or a computer case. In fact, Alcantara boasts an infinite range of possible uses."

At the auto show, the Lamborghini Gallardo LP 560 made extensive use of Alcantara on its seats, dashboard, door panels, headliner, pillars and steering wheel. In addition, the Porsche GT3, Cayenne Turbo S and Panamera all featured Alcantara material and Volkswagen used Alcantara on a number of its show cars, including the Passat Blue Motion, the Magotan Blue Motion and the Tiguan TSI 4Motion.

"The only limit to the use of our material is human creativity," Boragno points out, adding that Alcantara can be produced with unlimited color options in conjunction with a wide range of difference techniques, including embossing, laser cutting, perforation, lamination, electroforming and electro- and thermo-welding.

He notes that the unique Italian-made material offers designers a variety benefits, including the fact that it is soft, supple, strong, resilient, breathable and washable.

Based on unique, patented technology, Alcantara is the choice of leading companies in the automotive, marine, fashion, home interior and consumer electronics industries. A registered trademark of Alcantara S.p.A., it has been certified as "carbon neutral," adding to its appeal for companies and consumers with a strong interest in the environment. [25.]

## Reuth Medical Center adopts Cupron's hospital textiles

Cupron Inc., and Reuth Medical Center in Tel Aviv, Israel, announced that the hospital will be updating all of its patient-related hospital textiles to Cupron's copper-embedded products later this summer. It will be the world's first hospital to fully deploy copper-embedded textiles.



The decision by Reuth Medical Center, following a six-month trial of copper-embedded linens supplied by Cupron for investigational purposes, was based on the significant clinical improvement seen across several hospital benchmarks. The evaluation took place in the 35-bed head injury ward of the Reuth Rehabilitation Center in Tel Aviv, where during two separate six-month periods, Cupron's copper-embedded products were compared against the standard linens and textiles the hospital was using.

"Based on the impressive results of the clinical trial, both in terms of the patient benefit and the potential this technology has to reduce costs, the decision to purchase Cupron's textiles for use throughout the hospital was clear," said Dr. Nissim Ohana, Director General of Reuth Medical Center. "Cupron's copper-based products were a simple solution that didn't require any additional steps to our normal hospital procedures. It turned out that ordinary products used daily in the hospital could transform to extraordinary ones and provide a safer environment to the patient."

For centuries, copper has been used as an anti-bacterial agent. Other research studies have shown copper to effectively reduce the incidence of healthcare-associated infections by reducing cross contamination, preventing the colonization of pathogens, and efficaciously killing bacteria on a wide range of touch surfaces.

"Given the need to control healthcare costs, while at the same time improve patient care and safety, the healthcare industry is actively exploring the use of innovative copper-based solutions," said Paul Rocheleau, Chairman of Cupron. "Because our technology can be embedded into such a diverse range of products including hospital linens, Cupron, and our partners, are able to supply hospitals like Reuth Medical Center with a comprehensive set of products aimed at better protecting their patients and staff."

Results from the study will be made public later this month at the European Congress of Clinical Microbiology and Infectious Diseases in Berlin.

### About Reuth Medical Center

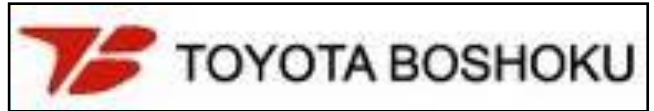
Reuth Medical Center is a university affiliated state-of-the-art, 350-bed rehabilitation hospital, the largest of its kind in the Tel Aviv area. Founded in 1961 as a nonprofit, the hospital has not only kept pace with the latest developments in medical treatment and society's changing needs but now prides itself on leading the field of rehabilitation in, literally, rebuilding lives.

Reuth Medical Center provides medical, rehabilitative and complex medical nursing care to adults, the elderly, children and infants. Known for high professional standards and a warm, supportive atmosphere, Reuth Medical Center offers short-term as well as long-term care. Each year, thousands patients leave the hospital rehabilitated to go home to family and community. [26.]

## Toyota Boshoku to produce automotive component in Pakistan

Toyota Boshoku Corporation (President, Shuhei Toyoda) has concluded an agreement to establish a joint venture in Pakistan with Pakistani automotive component maker, Thal Limited (CEO, Asif Rizvi) and Toyota Tsusho Corporation (President, Jun Karube).

The new company, THAL BOSHOKU PAKISTAN (PRIVATE) LIMITED, will manufacture automotive components and is Toyota Boshoku group's first production base in Pakistan.



Pakistan's population continues to increase and is an attractive market for the automotive industry as production of automobiles is expected to expand exponentially. Recognizing the potential of Pakistan, Toyota Boshoku group is proactively setting up a new production structure.

Until now various Toyota Boshoku group companies produced and supplied seat frame components and air cleaners to Pakistan. One portion of production processes will be transferred to the new company and production will start from July 2014.

In the future, the new company aspires to expand business to include seat assembly.

By participating in this new venture, the Toyota Boshoku group is seeking to further optimize production and distribution in the Asia and Oceania region, which is a crucial market. Toyota Boshoku will continue to offer customers worldwide appealing, comfortable and safe automobile interior spaces. [27.]

## 120 exhibitors partake at Geosynthetics 2013 conference

The Industrial Fabrics Association International hosted the Geosynthetics 2013 conference and trade show, including GRI-25, which co-located with the 2013 Southwest Geotechnical Engineers Conference in Long Beach Calif.

This biannual event served to unite the world's leading geotechnical professionals who came to explore, learn and share developments in geotechnical engineering technologies.

The conference was a success with more than 1,200 attendees and more than 120 exhibitors, the most ever at the conference, occupying the largest trade show floor to date.

Geosynthetics 2013 was complete with a host of educational components including a breadth of technical programming, including several full-day short courses offering participants Personal Development Hours.



Also included in the conference were plenary sessions and technical topics covering issues and procedures of most concern to the industry. The plenary sessions were conducted by prestigious geosynthetics professionals, including Jerry Yudelson, Mark Smith, Bob Koerner, Carla Suszkowski and Don Siegel.

A unique event this year, the Innovation Theater attracted attendees to a unique forum where exhibitors gave informational presentations on their latest and greatest products and services including topics from quality assurance solutions to geofoam usage.

“This was the best Geosynthetics event yet,” said Deb Stender, Director of Events and Education at IFAI. “We couldn’t have asked for a better turnout, with more than 1,200 attendees and more than 120 exhibitors. I can’t wait for Portland in 2015.”

Geosynthetics 2015 will take place Sunday Feb 15 – Wednesday Feb 18, 2015 in Portland, Ore. and will be co-locating with the International Erosion Control Association (IECA).

Geosynthetics 2013 was organized by the Industrial Fabrics Association International (IFAI) and the Geosynthetic Materials Association (GMA), and supported by the North American Geosynthetics Society (NAGS) and under the auspices of the International Geosynthetics Society (IGS). [72.]

## **Secant Medical receives MedTech Leadership award from PACT**

In a black-tie gala attended by more than 900 business leaders and companies in advanced technology, Secant Medical, Inc. received the MedTech Leadership Award at the 20th Annual Enterprise Awards.

The company accepted the honor from the Greater Philadelphia Alliance for Capital and Technologies (PACT) during a ceremony at Valley Forge Casino Thursday evening.

Secant Medical was selected for its industry vision and leadership, ability to attract and retain talent, and involvement in the local community. “Secant Medical’s core principles inspire an environment of proactive employee engagement and constructive feedback, and our approach to transparent communication has strengthened our relationships with clients,” said Erik Nadeau, president of Secant Medical.

“Our long-term vision for growth in the global medical device industry has positioned us to be at the forefront of biomaterials development. As partners in device manufacturing, we are committed to advancing products that improve patient lives.”

PACT serves as a hub for emerging growth companies, investors, advisors, and technology corporations involved in the technology and life sciences industries. Its mission is to promote organizations located in the Greater Philadelphia region.

### **About Secant Medical:**

Secant Medical designs and manufactures biomedical textiles and other structures for medical devices. Employing medical fabric engineering technologies, we blend polymeric, metallic and resorbable biomaterials to create custom, high-performance structures that are used in the cardiovascular, general surgery, neurovascular, orthopedic and regenerative medicine fields.

Built on a 70-year history, we’re committed to the future of biomaterials and their role in the healing process and are actively engaged in research partnerships to advance next-generation biomaterial development. Secant Medical is a business unit of Fenner PLC, a worldwide leader in reinforced polymer engineering headquartered in Yorkshire, England. [73.]



## Hexcel bags special prize at 'Safran' event

Hexcel was awarded a special prize at a ceremony organized by Safran to acknowledge the latest inventions by employees and their suppliers.

Hexcel was honoured with the Special Jury Prize - awarded in conjunction with the magazine L'Usine Nouvelle - in recognition of the FADEC (Full Authority Digital Engine Control) bracket made from Hexcel's HexMC technology, developed in partnership with Safran Composites.



The HexMC bracket, developed for Snecma's LEAP engine, represents a 75% weight reduction compared to its metal equivalent and pioneers a new way of using composite materials in aerospace.

The brackets that attach the FADEC to the engine's fan casing are critical as they are subjected to considerable vibratory and thermal loads in service.

The bracket is manufactured by compression moulding of HexMC. "We cut carbon fibre prepreg tape into 50 mm long x 8 mm wide strips", explains Jean-François Veauville, Hexcel's Aerospace Sales Manager.

"And arrange them randomly to give the part quasi-isotropy, which means that the mechanical resistance is virtually the same in all directions. This is impossible to achieve with traditional methods of using prepreg, such as draping and weaving.

"Of course such a radical change in technology does not happen overnight. HexMC material has several advantages, but it is best exploited with proper engineering and manufacturing practices. This is why engineers from Safran Composites and Hexcel's Applications Technology team worked together for two years on the development of these engine brackets."

HexMC technology can be used to make high performance composite parts with complex shapes and also produce them in volume. This innovation could be used on many other applications, especially on nacelles and landing gear.

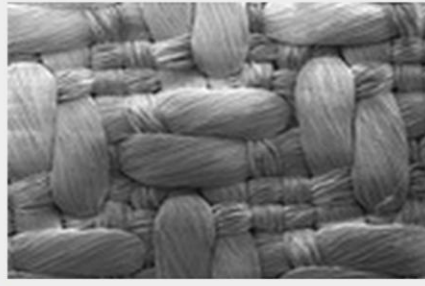
Hexcel Corporation is a leading advanced composites company. It develops, manufactures and markets lightweight, high-performance structural materials, including carbon fibers, reinforcements for composites, prepregs, honeycomb, matrix systems, adhesives and composite structures, used in commercial aerospace, space and defense and industrial applications.

[74.]

# Research & Development



**KARL MAYER**



## headlines- research & development

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## Permanent flame protection for synthetic fabrics

Swiss textile innovator Schoeller has launched a new fabrics range called Pyroshell which offers permanent flame protection for polyester and polyamide fabrics.

“With the brand new Pyroshell technology, Schoeller-works is setting completely new standards in the area of flame protection. Reliable protection from heat and flames is now possible on synthetic fabrics and provides for the first time outstanding safety and visibility in all EN 471 colours. Applications on elastic fabrics bring even greater freedom of movement and comfort to everyday life,” Schoeller says.

According to the company Pyroshell, the latest development from Schoeller-works – revolutionises the entire area of flame protection. “With this technology, Schoeller succeeds in combining permanent flame protection with polyamide and polyester fabrics. Therefore, safety personnel, railway workers, police officers and electricians, for example, are not only ideally protected in the case of possible contact with fire and sparks, but can also enjoy the familiar wearing comfort of wear of synthetic functional fabrics,” says Dagmar Signer, Marketing & Communications at Schoeller.

Breathability, tear-out force, abrasion resistance, lightness, elasticity or ease of care are just some of the positive properties that Schoeller says will make work infinitely more comfortable in the future - for example for staff in public authorities, and will have a positive impact on their performance capacity.



### Made-to-measure

Schoeller says Pyroshell is not only a technology but rather a comprehensive, modular overall concept - depending on the area of use and requirement profile, the Pyroshell flame protection fabric that complies with the most varied of norms such as EN ISO 11612 (clothing to protect against heat and flames), EN ISO 11611 (protective clothing for use in welding and allied processes), DIN EN 1149 (electrostatic protection), EN 343 (protection against rain) or EN 61482-1-2 (workwear for protection against electric arcs).

The three-layer protective fabric which no longer needs to be lined, is available in comfortable 2-way and 4-way stretch versions or as a non-elastic. The highest visibility and safety are ensured by EN 471 high-visibility colours (neon yellow, orange and red) and other customer-specific colours can also be supplied.

Additionally, when further additional functions are required, Pyroshell can also be combined with further Schoeller technologies. “And even when it comes to sustainability, the Pyroshell technology makes a convincing impact across the board. Pyroshell is produced in accordance with *bluesign*, the most stringent standard worldwide relating to maximum resource productivity under consideration of the aspects environmental protection, health and safety,” Ms Signer says. [10.]



## Atmospheric plasma increases breathability of spunbonds

The Journal of Industrial Textiles has published the results of a study conducted by Texas Tech University and Enercon Industries that determined when spunbond polypropylene nonwoven fabrics are pre-treated with atmospheric plasma it increases the breathability of the fabric.

According to the research paper, atmospheric plasma treatment increases the number of pores and enlarges the pore size of the fabric improving the diffusion of vapour between the filaments in the spunbond structure without compromising the barrier properties. These properties are said to be significant within the medical industry when developing disposable medical clothing, such as surgical masks, gowns and drapes.

According to Enercon, one of the most wanted properties of barrier fabrics for medical applications is the development of a low cost non-woven material that is breathable, sterilizable, flexible, and resistant to blood and viral penetration.

Enercon's Plasma3 is an in-line, dry and continuous surface treatment process for web application. Its treatment techniques provide a fast, efficient and eco-friendly breathability effect on nonwoven/textile surfaces.

Dr. Seshadri Ramkumar's group in the Nonwovens & Advanced Materials Laboratory and colleagues in the Departments of Chemistry and Biochemistry and Mechanical Engineering at Texas Tech University collaborated with Enercon to explore environmental friendly ways to enhance the breathability of nonwoven synthetic fabrics.

To view the full article, visit the Journal of Industrial Textiles (Volume 42 No 4), <http://jit.sagepub.com/content/42/4/501>.

Enercon Industries Corporation, headquartered in Menomonee Falls, WI, is a major manufacturer of equipment for the plastics, converting and packaging industries. The company supplies custom built corona and atmospheric plasma treating systems, as well as induction cap sealing systems. [11.]





## Filtration

Nonwovens made with nanofibres can also be used in filter technology; both when filtering the ambient air in buildings and for filtering liquids. They are capable of retaining even the smallest particles, right down to nanoparticles.

## UV protection

Doctors are agreed that clothing with a high level of UV protection can significantly reduce the risk of skin cancer. Here, too, nanotechnology offers a variety of approaches to solutions. Textile coatings containing nanoparticles of titanium oxide or zinc oxide have, thanks to their huge total surface area, an enormous ability to absorb ultraviolet radiation. At the North West German Textile Research Centre (Deutsches Textilforschungszentrum Nord-West) sol-gel coatings, based on nano-sized zinc oxide particles, have been developed and can be applied using conventional methods such as dipping and spraying. The completely wash-resistant layer not only significantly improves UV protection, it also improves resistance to abrasion, whilst having virtually no effect on the degree of whiteness of the fabric.

Nanoparticles can also be used to improve the dimensional stability and wear-resistance of man-made fibres, which are subject to high levels of mechanical stress or direct sunlight, as, for instance, in car seats. This topic is the subject of a research project at the Denkendorf Institute for Textile Chemistry and Chemical Fibres (Institut für Textilchemie und Chemiefasern Denkendorf) in collaboration with various partners, including the proudly traditional company, ETTLIN Textiles, and the textile-processing company, Lindenfarb Textilveredlung Julius Probst. The polyamide-fibre products which have been optimised using nano-sized additives will be capable in future of being processed on traditional machines without any major technical changes.

## Moisture management

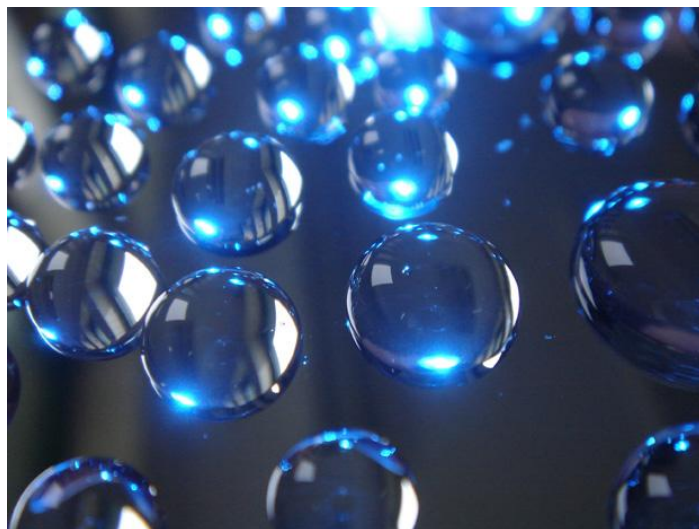
Textiles in polyester have only limited moisture-absorbing and water retaining capabilities, which make them more difficult to wash and limit their range of applications from a technical point of view. Working with a number of other partners, research and development staff from the German Institute for Wool Research at Aachen University (Deutsches Institut für Wollforschung, RWTH Aachen) and from the companies, Wirth Fulda and Märkische Faser, have achieved significant improvements in the hydrophilic properties of polyester fabrics.

Using a nanometre-thin polyamine coating, it has proved possible to increase the water absorbency of PET microfibre fabrics by up to 40 per cent by weight, compared to the original material. Washability and wash-resistance have also been significantly improved, with simultaneous cost reductions as against traditional solutions. Suppliers for the motor vehicle industry should benefit from this improvement as much as apparel manufacturers.

## Antistatic

Carbon nanotubes can be embedded in antistatic clothing and packaging fabrics, as in protective suits for cleanrooms or for blast protection, for example. They are already playing an important role in multifunctional technical textiles with improved mechanical, electrical and shielding properties. The stability of textile reinforcements in constructional engineering can be improved using nano coatings as can the flame resistance and dyeability of technical textiles and clothing fabrics. And there are many other examples that could be included here.

The multitude of possible applications and on-going development projects lead us to expect that nanotechnology will soon be a central feature of the textile industry. In this respect, Techtex 2013 offers a glimpse into the future.



## Techtextil

As the leading international fair in its field, Techtextil 2013 (11 to 13 June 2013) brings together all the product groups and areas of application for technical textiles in a central venue and has thus assumed a role as sector highlight. Here, the worlds of industry, research, development and sales will find the entire range of technical textiles and nonwovens in all relevant disciplines at an innovations platform that is unique in the world. It takes place once every two years in Frankfurt. This year, particular attention will be paid to the potential of nanofibres.

[www.techtextil.com](http://www.techtextil.com)

## Texprocess

Techtextil is held concurrently with Texprocess, Leading International Trade Fair for Processing Textile and Flexible Materials, and runs from 10 to 13 June 2013. At Texprocess, manufacturers from all over the world present their high-tech solutions for the apparel industry and textile processing. The spectrum of products ranges from design, pattern development and cutting, via sewing and joining, to embroidery, textile finishing, IT and logistics. The première of Texprocess in 2011 attracted 326 exhibitors and 17,000 trade visitors, 6,500 of them from Techtextil.”

[www.texprocess.com](http://www.texprocess.com) [12.]



## Monforts Sanforisor ensures precise control of compressive shrinkage for Pincroft

A Monforts Toptex shrinking range has recently been installed at the UK's Pincroft Dyers and Printers facility in Chorley, Lancashire, UK to ensure precise control of compressive shrinkage for the company's range of camouflaged military uniforms and industrial contract workwear.

Pincroft dyes and prints over 40 different camouflage designs for military forces around the world as part of its extensive programme which also includes fabrics for contract workwear, upholstery and canvas tarpaulins. Flame retardancy is regarded as one of the company's key strengths – an essential requirement extending beyond the military to first responders and industrial workers in all sorts of challenging situations.

On average – over just 4.5 day shifts, Monday to Friday lunchtime – Pincroft produces some 600,000 metres of finished fabric every week. And for accuracy and reproducibility, the company relies on the advanced technology of companies like Monforts.

Consequently, it took delivery of a new Toptex sanforizer – through local Monforts representative Colplan - for the precise control of compressive shrinkage in fabrics, after a long evaluation period of potential options.

“Over 80% of production is for our subsidiary company, Carrington Workwear's internal sales team, with the remaining 20% commission finished for commercial customers,” explains Pincroft Managing Director, Neil Dowds. “So if there are any problems, we probably get to hear about them sooner than the companies whose customers are not directly on their doorstep.”

While 30% of the company's business is with UK customers, Mr Dowds estimates that at least 90% of its production is then exported to be made up into garments.

### Customer demands

Tighter specifications, driven by both European Standards and demands from customers, motivate Pincroft to offer increased assurances in respect of shade consistency and the physical performance of its products such as strength and durability, and increasingly, of shrinkage.

“We are a long-standing customer of Monforts, employing their stenters, and we were aware we needed more control over shrinkage than our existing sanforizer provided,” Mr Dowds explained.

The machine was installed earlier this year and after a subsequent six-month evaluation period, it is now being fine-tuned and ‘tweaked’, based on the exacting internal findings of Pincroft's operators.

Operating at speeds of between 20-100 m/min and processing fabrics with weights of up to 550 gsm, the sanforiser has been the subject of a number of improvements in recent years to provide increased residual shrinkage at higher production speeds.

These include precise and automatic grinding of the rubber belt to increase its efficiency and life, along with greatly reduced water consumption for cooling.



Simplified belt removal – possible in just a single shift compared to the industry standard two days – is accomplished by an integral lifting device to lift up the rollers, rather than having to completely remove them.

### Automatic vision system

In addition, Pincroft has installed an advanced automatic vision system on the sanforizer for detecting fabric faults, which not only calculates and optimises the necessary cuts required to minimise waste, but also flags up minor faults that would otherwise go undetected and could potentially indicated latent production problems building up.

“For a Grade 1 fabric, it’s still permissible to have up to ten faults per one hundred metres of fabric, so often if there are just three or four, nobody looks at them,” Mr Dowds said, “Our optimised process allows us to analyse and prevent any such faults which may lead to problems in the future.”

### Environmental standards

For over 115 years, the water feeding down from the West Pennine Moors to the River Douglas has supplied the means for a mill to operate at the Pincroft site in Adlington, but the days of such plants operating in the UK without strict control and guidelines are long past.

Today, high environmental standards are also critical to Pincroft.

“Our commitment to reducing the impact on the environment plays a major part in the way we develop and operate our business,” says Mr Dowds. “We firmly believe that good environmental performance and the efficient use of resources makes for a better business.

“We are committed to measuring, reviewing and continuously improving the environmental impacts of our operations, using resources such as water and energy efficiently and minimising waste wherever possible. As a consequence, we will continue to invest in the ground-breaking technologies required to stay out in front, developed by reliable partners like Monforts.” [13.]



## Empa receives 'Innovation Prize' at Techtexsil

Empa, in conjunction with the company Schoeller Medical AG and the Swiss ParaplegicCentre, has won the Innovation Prize at the international Techtexsil trade fair. The award went to the jointly developed sheet for preventing bedsores, a solution that is both low-cost and effective for reducing pressure sores in bedridden patients.

### The dot matrix structure of this innovative textile.

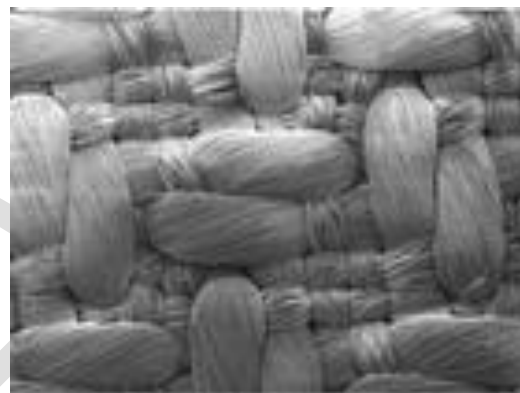
Bedsore, or pressure sores, are a serious problem in health care. During long periods of immobility, blood circulation in the skin decreases due to moisture as well as pressure and shear forces. The accumulation of toxic substances and the lack of oxygen cause damage to the skin, resulting in sores that are difficult to treat and, in the worst case, can even be life-threatening. Although there are known methods for preventing bedsores, these are either very expensive or not (yet) effective enough.

A joint project by Empa, their industrial partner Schoeller Medical and the Swiss Paraplegic Centre focused on a method of bed sore prevention that was impressive in its simplicity: a sheet with a particularly skin-friendly surface.

The special "dot matrix structure" of the fabric reduces pressure and friction and conducts the moisture away from the skin. Following laboratory tests and clinical trials, the clever sheet is currently undergoing final testing before its market launch, which is due to take place this year. It is now gaining international recognition.

The organisers of the Techtexsil international trade fair for the technical textiles and nonwovens industries have awarded the bed sore sheet the Techtexsil Innovation Prize in the New Applications category. The Innovation Prize promotes unconventional thinking and dialogue between research, industry and users. The award ceremony will take place in mid-June at Techtexsil 2013 in Frankfurt, where the prize winners will present their innovation in a separate area of the exhibition.

The second Techtexsil fair is being held from 11 to 13 June 2013. This international trade fair is devoted to functional textiles from a range of product categories and end-use sectors. As well as exhibition stands, the trade fair features two Innovation Prizes and two symposiums. When it was launched in 2011, the exhibition attracted over 1200 exhibitors and almost 25,000 visitors. [28.]



## General Plastics to debut impact-resistant composite

General Plastics Manufacturing Company will introduce its new impact-resistant, load-bearing panel at the 2013 SAMPE conference May 6-9 in Long Beach, California – the premier international event for the advanced materials and processes industry. In addition to its cutting-edge composite panel products, the company will highlight its aerospace-grade LAST-A-FOAMFR-3700 Performance Core boards at Booth O12 in the Long Beach Convention Center.

These innovative panel products unite General Plastics' LAST-A-FOAM FR-3740 rigid polyurethane core material with carbon and Kevlar woven fabrics to create a very strong and stiff sandwich panel. The panel is resin-infused using the BASF Baxxodur resin system.

"We've been very excited about collaborating with our partners to develop these impact-resistant, load-bearing panels in response to customers looking for an alternative, nearly indestructible product," said General Plastics President Bruce Lind. "The composite material provides a significantly lighter, stronger, longer-lasting and cost-effective replacement for panels made with metal or other conventional materials."

General Plastics' entire LAST-A-FOAM FR-3700 Performance Core series will also be spotlighted at SAMPE. The CFC-free, flame-retardant product line is optimal for aerospace, automotive and other applications that require a high-performance composite core. It can be used in many different combinations with composites to form a hard shell or "sandwich core" between other components. The FR-3700 product series is also a superb choice for models and design prototypes; vacuum-form dies and mold patterns; and honeycomb edge closeout used in overhead stow bins, passenger cabin class dividers, galleys and lavatories.

"With their low weight, exceptional strength and durability, these leading-edge composite panels can be a game-changer in many markets," added Lind. SAMPE is a great venue for inventive design engineers to see them, share feedback, and discuss ideas on potential ways they could support their own applications."

### About General Plastics Manufacturing Company

Tacoma, Washington-based General Plastics has been a leading innovator in the plastics industry for more than 70 years. The company develops and manufactures rigid and flexible polyurethane foam products, which include its signature LAST-A-FOAM brand series and build-to-print composite parts. Through its network of distributors, General Plastics exports products to 25-plus countries for the aerospace and defense, nuclear containment, composite core, prototype and modeling, construction, dimensional signage, testing, marine and renewable energy industries. [29.]



## Glow Bug Cloth Diapers find solution to issue of blowouts

Glow Bug Cloth Diapers is thrilled to announce its new invention for cloth diapers, the 360° Gusset. The 360° Gusset Diapers feature an internal elastic gusset that runs around the perimeter of the lining of the diaper.

The elastic is very soft in the 360° Gusset and is not gathered tightly to avoid irritation against the baby's skin. Neta and Sarah, the co-founders of Glow Bug Cloth Diapers invented the 360° Gusset to stop the problem of diaper blow outs. All the mess is contained within the circular elastic that encompasses 75% of the inside lining of the diaper.

Clean up is a breeze because all the mess stays within the center of the diaper. To clean the diaper, Glow Bug recommends grasping the top and bottom edge of the diaper together and thoroughly cleaning the diaper with a diaper sprayer over the toilet.

Sarah and Neta said, "We wanted to create the best cloth diapers possible and are so excited about our invention. We've already started the process to patent the 360° Gusset." The first sneak peeks of the 360° Gusset Diaper can be seen on Glow Bug's Facebook page as well as the feature page on their website.

The 360° Gusset Diapers are available for sale at <http://www.glowbugclothdiapers.com> and will begin shipping in June. To celebrate the revolutionary new design feature, Glow Bug Cloth Diapers is offering free shipping for the whole month of May for Canada and the US. Orders will ship first come first serve in June.

Glow Bug Cloth Diapers is based out of Barrie, Ontario and has been in business since early 2011 manufacturing and selling cloth diapers. Glow Bug Cloth Diapers is best known for offering pocket cloth diapers that are high-quality, easy to use, fashionable and affordable. [30.]



## URT debuts carbon composite core 'Split Chair' at PAD

Alex Hull's Split Chair, engineered by URT, was shown last week at the 2013 Paris Art and Design (PAD) exhibition.

The Split Chair, created by the acclaimed designer at his London-based multidisciplinary studio, features a carbon composite core clad in leather and suede. The use of carbon fibre has allowed Hull to explore a unique, organic design language which brings together contemporary and traditional manufacturing techniques.

To manufacture the composite core, URT called on its previous experience of manufacturing bespoke furniture such as the Terence Woodgate and John Barnard Surface Table, which incorporated an ultra-slender 2mm table top with a seamless leg construction.

Matt Cox, URT's Founding Director commented: "It's always exciting to be involved in a project such as this, where our expertise in carbon composites helps to realise the creativity of an exciting design talent.

Alex's design would have been almost impossible to execute using more conventional materials."



Hull said: "I wanted it [the Split Chair] to appear as if the leather has been separated to reveal a soft unprotected core. I made the piece by shaping the internal composite core using traditional saddlery skills. My work is based on the philosophy of contemporary technology coming together with traditional craftsmanship."

Hull began his career at the bespoke furniture company, Silverlinings, where he rapidly rose through the ranks to become Head of Design, focusing the company on contemporary design and pushing his craft to the limit. Hull founded his own studio, where he produces bespoke furniture and artworks, in 2012. His other creations include the Split Sofa and Equus Table. [31.]

## Malodor control to keep wearer fresh for longer time

Garments worn next to skin rapidly develop bacteria due to sweat and it creates malodor on clothing when the wearer stays for a longer time under harsh conditions.

Indian Institute of Technology - New Delhi (IIT-Delhi) has developed a technology based on pure silver nanoparticles that could control malodors on textiles and keeps the wearer fresh for a long time.

Prof. Ashwini K. Agrawal - the lead researcher, said, "The technology used to develop fabric to ease smelly discomforts is based on pure silver nanoparticles that do not allow smelly bacteria to grow on fabric as one perspires and the wearer can use a fabric for a longer time under harsh conditions."

"The innovativeness lies in stabilizing the silver nanoparticles so that smelly bacteria remain suspended for a very long time in an aqueous dispersion," he explains.

According to him, the nanoparticles are effective at a very low concentration, able to attach well to a fabric without leaching out and it does not impart undesirable color to fabrics. "Therefore, the silver-based antimicrobial technology is safe for the user and environment," he informs.

"The antimicrobial technology used in textiles can keep the treated surface clean, safe and hygienic as it kills bacteria which are in contact with the fabric," he mentions.

Explaining further, he says, "Silver is known to be effective. However, none of the commercially available products are able to combine the properties of silver-based antimicrobial properties to be successfully used in apparel."

"For textile mills and apparel manufacturers, it is extremely cost-efficient and world-class proposition. It is non-interfering, compatible with commonly used textile finishing solutions and does not require extra machinery or special application conditions," he concludes.

Several global brands including Marks & Spencors, Raymond, Louis Philippe, George shirts (Bharti Walmart), Urbana, Dim, UTC Towels and Amante, have already used anti-microbial technology in their clothing products. [33.]



## ILC Dover NanoPac exceeds new NIOSH safety requirements

ILC Dover, the designer and manufacturer of NASA's space suits and a wide range of engineered film and fabric products, announced its innovative NanoPac flexible containment system, which exceeds new NIOSH (National Institute for Occupational Safety) standards for nanoparticle containment.

As nanotechnology continues to expand into every industrial sector, workers may be at an increased risk of exposure to new nanomaterials such as nanotubes and nanofibers.

For more than a decade, ILC Dover flexible containment systems have helped protect pharmaceutical and industrial workers processing hazardous ingredients by providing the engineering controls needed to eliminate contamination concerns to below 1 µg/m<sup>3</sup>. Using this same technology, they now support nanotechnology processing.

"Our systems offer the most cost effective containment solutions available while maintaining a clean manufacturing area with reduced particulate contamination, said Alan George, New Business Development Manager, Industrial Containment at ILC Dover.

"We also offer customized systems, which support specific applications and adapt readily to any type of processing equipment. As the nanotechnology industry realizes its potential, ILC Dover will be there to provide the containment and control needed by this community."

### Benefits Of NanoPac Include:

- Reduced Capital costs over rigid isolators
- Reduced product loss as with localized exhaust ventilation
- Minimized downtime for cleaning
- Maximizing product quality by eliminating cross contamination issues
- Flexible operations for manufacturing
- Ideal for short run and prototyping and scalable as transition to manufacturing
- Maximized Operator safety and ergonomics
- Protecting our Environment

ILC Dover NanoPac technology can be seen at the Nanotech 2013 Conference and Expo in Washington, DC May 13-14 (booth 116) and at the AiHce Conference in Montreal, Canada May 20-22 (booth 910).

### About ILC Dover

Since 1947, ILC Dover has provided engineered solutions to complex customer problems, serving the aerospace, personal protection and pharmaceutical industries. Known for production of space suits for NASA, ILC is a world leader in the use of high-performance flexible materials, allowing for unique solutions to meet customer needs. ILC's innovative products have been used on the moon, on Mars and around the globe. [32.]



## Simmons partners Applied Textiles for stain protection

Simmons Bedding Company and its Hospitality Division announce a new strategic partnership between the bedding company and Applied Textiles, the exclusive distributor of Nano-Tex high-performance stain protection technology for commercial interiors.

The arrangement grants Simmons Hospitality the exclusive privilege of using the high-performance stain protection Nano-Tex for the Division's new Recharge Beautyrest models, introduced at next week's 2013 Hospitality Design Expo and Conference in Las Vegas.



"The partnership between Simmons Hospitality and Applied Textiles is a perfect marriage of two outstanding products – our legendary Beautyrest Pocketed Coil spring mattresses and Nano-Tex technology," said Steve Tipton, Vice President of Simmons Hospitality.

"Given the stress that most hotel mattresses undergo, this new Nano-Tex-treated layer adds an enhanced level of stain-resistant protection and preserves the quality of our mattresses. Our partnership with this excellent product enables Simmons to provide a better, more protected product to our customers."

Nano-Tex – originally developed for use on apparel in 2000 – has become the leading high-performance fabric protection in the "Top of Bed" segment of the hospitality bedding industry, providing superior stain protection in harsh, heavily trafficked commercial environments.

During factory production, the bedding fabric is pre-treated with the stain-resistant product, which covalently bonds to the fiber of the fabric to prevent stains by repelling various dirt and spills, including wine, coffee, blood and urine.

This highly breathable, safe treatment includes no PFOA, formaldehyde or VOCs and is used by some of the world's most trafficked industries, including healthcare, education, entertainment, and, of course, hospitality. The Nano-Tex treatment is guaranteed to last the life of the fabric, saving hotels time and money on continuous maintenance and replacement costs. The companies' agreement gives Simmons exclusive use of Nano-Tex technology during the launch period; all new Simmons Hospitality Recharge Beautyrest mattresses will be treated with the technology.

### **About Simmons Bedding Company**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers and the maker of Beautyrest. Simmons manufactures and markets a broad range of products. [75.]



## Karl Mayer machine to help make composites for wind blade

Just as sustainable as the production of wind energy is the growth in businesses specialising in the technology for its exploitation. For some time now, the wind turbine market has been expanding very positively.

The textile machinery producer, KARL MAYER MALIMO, has expanded its product range in order to cater for the special requirements of the wind power sector even better. This subsidiary of KARL MAYER, the market leader in warp knitting and warp preparation machines, is a specialist in producing multiaxial machines, among others, for producing the composites from which the rotors of the wind turbines are manufactured.

The current model in this successful range is designated the Malitronic MULTIAXIAL. It was launched onto the market in 2009 and has been proving itself successfully since then in a wide range of applications.

This flexible and efficient machine was complemented by the Maxtronic MULTIAXIAL at the beginning of this year – a new machine, which is based on the technology of the Malitronic MULTIAXIAL.



### Technical features

The Maxtronic MULTIAXIAL specialises in meeting the standard requirements of rotor blade production in Asia. It offers an excellent price:performance ratio and is extremely flexible. With various weft insertion systems, this multiaxial machine can produce a wide range of different reinforcement structures – a performance profile that is also achieved very easily.

KARL MAYER's integrated KAMCOS system provides an easy-to-understand man:machine interface via touchscreen ,accurate monitoring, and the possibility of data communication with company networks.

As well as being flexible and easy to operate, the Maxtronic MULTIAXIAL is also extremely accurate. The well-thought-out design of the transport chains and the weft-laying units guarantees absolute uniformity and constant yarn tension levels when processing technical yarns – at every laying angle.

Despite high laying frequencies and machine speeds, the yarns are handled extremely gently on the machine. This is due to the use of state-of-the-art materials and complex design details, especially with regard to the design of the drive technology and weft insertion systems.

Just like the Malitronic MULTIAXIAL, the Maxtronic MULTIAXIAL is also available in a working width of 100". The integrated cutting devices enable the finished textile to be cut into webs of the required width directly on the machine. The standard version comprises one set of three cutting devices – one each at the sides and one in the middle. The machine operates in the standard gauges of E 5 and E 6, and additional gauges are available on request.

### Market launch

When manufacturing the Maxtronic MULTIAXIAL, KARL MAYER MALIMO is highlighting its closeness to the market by choosing its Chinese KARL MAYER subsidiary to produce the machine.

This is where the first machine presentation was held from 14 to 17 January. During the first in-house presentation in Changzhou City, the innovative new machine was processing glass fibre yarns produced by Yixing Yushi Special Type Glass, OCV Glass Fibers, CPIC Fiberglass and Taishan Fiberglass, which were all supplied from a roll.

Multiaxial reinforcing fabrics for use in composites were being produced from the technical yarns at maximum precision and a high speed. At an operating speed of 1,500 min<sup>-1</sup>, the Maxtronic MULTIAXIAL was producing 4.5 running metres per minute - a performance that greatly impressed the guests.

Representatives from 21 producers of composites and rotor blades accepted KARL MAYER's invitation and travelled there from every region of China. "During the individual machine presentations, our customers watched the operations of the new Maxtronic MULTIAXIAL very closely and looked at its technical features very carefully," said Axel Wintermeyer.

The sales director of KARL MAYER MALIMO was pleased to add, "Our visitors asked many questions and said that they had been given many new ideas for planning their production strategies. We are, therefore, very optimistic as this new machine in our multiaxial range is about to go on sale."

The market launch of the Maxtronic MULTIAXIAL is scheduled for the third quarter of this year. The machine will first of all undergo specific field trials to adapt its performance features optimally to suit market requirements. [76.]

**thank you,**

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**Kindly provide your valuable suggestions for our improvement.**

**If anybody having complaint related to any information/content which we had incorporated in this newsletters please mail us.**

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