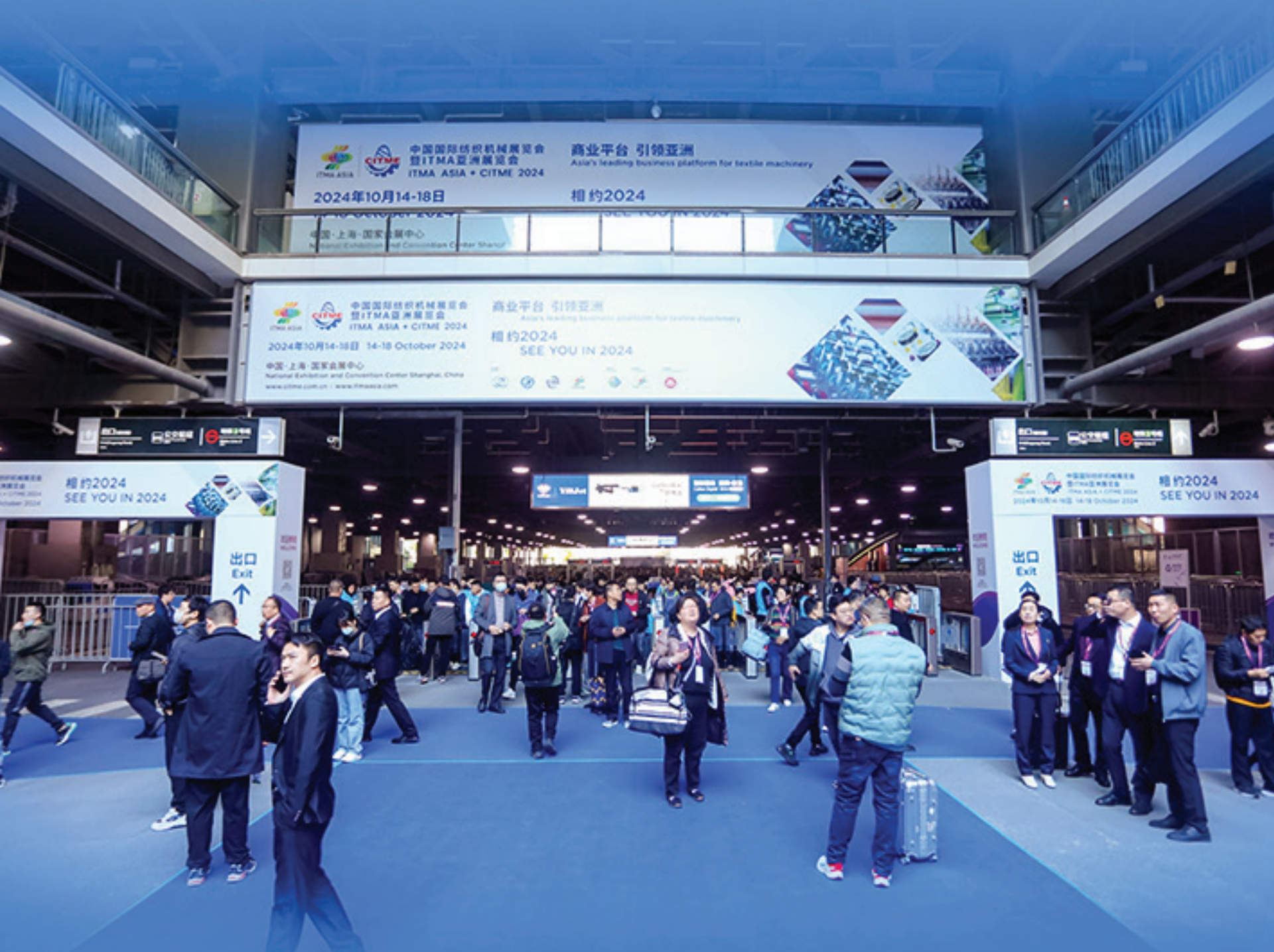


## ITMA ASIA + CITME 2024

# UNVEILING FUTURE OF

## Textile Technology in Shanghai



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## **Editor in Chief**

Tareq Amin

## **Managing Editors**

Eusup Abu Abdullah

SK Saha

Rahbar Hossain

M A Mohiemen Tanim

## **Executive Editors**

Sadman Sakib

Sayed Abdullah

Arif Uz Zaman

## **Special Editors**

Muddassir Rashid

Setara Begum

## **Head of Business**

Amzad Hossain

## **Design**

Easen Miah

Hasan Miah

## **Cinematographer**

Ashraful Alam

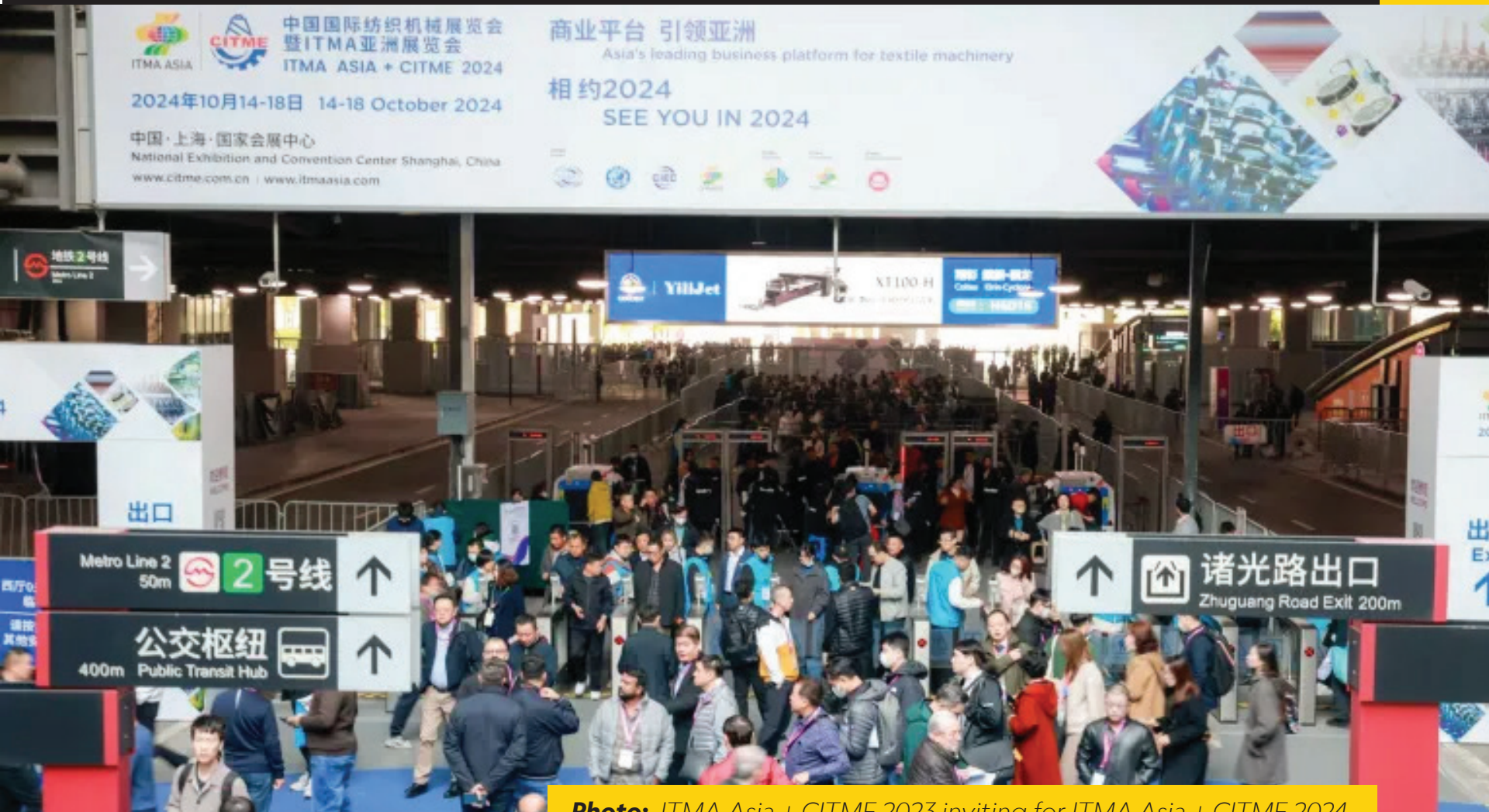
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**Photo:** ITMA Asia + CITME 2023 inviting for ITMA Asia + CITME 2024

## ITMA Asia + CITME 2024 unveiling future of textile technology in shanghai

■ M A Mohiemen Tanim

The upcoming ITMA Asia + CITME 2024, held in Shanghai, China, from November 19-23, is shaping up to be one of the most important events in the global textile and garment machinery industry. This biennial exhibition is known for being Asia’s largest and most influential trade show, where the industry’s leading companies gather to showcase cutting-edge technology and innovative solutions. It brings together professionals from the textile, fashion, and apparel industries, offering a platform for networking, technology exchange, and business collaboration.

### Happenings at ITMA Asia + CITME 2024

ITMA Asia + CITME is renowned for its wide range of exhibits covering everything from spinning, weaving, knitting, and dyeing to finishing and testing technologies. In 2024, the event is expected to feature over 1,720 exhibitors from more than 28 countries, occupying a massive 180,000 square meters of exhibition space at the National Exhibition and Convention Center in Shanghai.

This year’s event will continue to focus



Photo: File photo from ITMA Asia + CITME 2023

on sustainability, automation, and digitization, reflecting the major trends that are reshaping the textile industry. Visitors can expect live demonstrations of machinery that is faster, more efficient, and environmentally friendly.

### Major Companies Participating in ITMA Asia + CITME 2024

Some of the world's largest textile machinery manufacturers and technology providers will be present at ITMA Asia + CITME 2024. Many of these companies have a history of driving innovation in the industry and will use this platform to launch new products and solutions.

**Rieter:** As a global leader in spinning systems, Rieter will showcase their latest innovations designed to reduce energy consumption and improve production

efficiency.

**Saurer:** Known for their expertise in embroidery and spinning technology, Saurer will be presenting new automated solutions and energy-efficient systems.

**Muratec:** The Japanese technology leader Murata Machinery will feature its latest innovations in automatic winder technology and robotic solutions for high-speed, high-quality yarn production.

**Itēma:** Itēma's advancements in weaving technology, particularly in rapier and air-jet weaving machines, are anticipated to generate significant interest.

**Staubli:** A prominent name in automation, Staubli will demonstrate

its latest developments in Jacquard machines and shedding solutions for weaving.

## **Leading Associations and Their Members at ITMA Asia + CITME 2024**

The collaboration of global associations at ITMA Asia + CITME 2024 emphasizes the global nature of the textile machinery industry. These organizations represent companies that are driving innovation in the field, offering solutions that help manufacturers meet the growing demand for sustainability, efficiency, and automation.

- » SYMATEX (Syndicat des Constructeurs Belges de Machines Textiles)
- » UNI-VISION Textile-Industry Consulting (Suzhou) Co., Ltd.
- » UCMTF (Union des Constructeurs de Matériel Textile de France)
- » VDMA (VDMA Textile Machinery Association)
- » ACIMIT (Association of Italian Textile Machinery Manufacturers)
- » JTMA (Japan Textile Machinery Association)
- » GTM (Group Textile Machinery)
- » AMEC AMTEX (Asociación Española de Constructores de Maquinaria Textil)
- » TMAS (Textile Machinery Association of Sweden)
- » SWISSMEM (Swissmem Textile

Machinery Division)

- » BTMA (British Textile Machinery Association)

## **Innovative Solutions to Watch for in 2024**

### **Circular Knitting Machines:**

Sustainability is the driving force behind the innovations in circular knitting machines. In 2024, expect to see models that not only deliver high production speeds but also incorporate features to minimize waste, save energy, and use sustainable raw materials.

### **Digital Printing Technologies:**

Digital textile printing continues to revolutionize the industry. Exhibitors will demonstrate high-speed, high-resolution digital printers that offer exceptional print quality, while using less water and ink, thereby supporting sustainability efforts.

### **AI-Powered Textile Production:**

Artificial intelligence is making its way into every part of the textile supply chain. From predictive maintenance of machinery to AI-driven quality control systems that can detect defects in real-time, these advancements will be front and center at ITMA Asia + CITME 2024. Companies investing in AI are looking to increase efficiency, reduce waste, and improve overall product quality.

**Recycling Technologies:** With the global focus on sustainability, textile

recycling technologies are gaining prominence. Visitors to ITMA Asia + CITME 2024 can expect to see machines that can efficiently recycle old garments and textile waste into new fibers, contributing to the growing movement towards a circular economy.

**Sustainable Dyeing Techniques:** Dyeing is one of the most resource-intensive processes in textile manufacturing. Innovations in waterless dyeing, chemical recycling, and energy-efficient processes will be key highlights, allowing manufacturers to reduce their environmental footprint significantly.

### **Why ITMA Asia + CITME 2024 Matters for the Global Textile Industry**

ITMA Asia + CITME serves as a crucial event for understanding the future trajectory of the textile and apparel industry. With the global demand for textiles rising, particularly in regions like Asia, manufacturers are under pressure to enhance productivity while reducing their environmental impact. This is particularly significant in light of stringent regulations concerning

sustainability and emissions in both developed and developing markets.

The exhibition also acts as a bridge between Eastern and Western markets. It provides an unparalleled platform for Chinese manufacturers to showcase their technologies to the global market, while also offering international companies a gateway to the Asian textile market, particularly China's rapidly expanding apparel sector.

### **Conclusion**

As ITMA Asia + CITME 2024 draws near, excitement is building around the innovations that will be unveiled in Shanghai. With sustainability, automation, and efficiency at the forefront, the exhibition will set the tone for the textile industry's next phase of growth. Whether you're a manufacturer, supplier, or buyer, ITMA Asia + CITME 2024 offers a unique opportunity to witness the future of textile machinery and discover solutions that can drive success in a competitive market.





# Luxury market faces significant challenges in 2024, HSBC report reveals

■ Rahbar Hossain



## Key Insights:

**2024 Growth Cut:** HSBC lowered luxury sector growth forecast to 2.8% from 5.5%, marking it the 6th-worst year in 20 years.

**Divergent Results:** Prada is expected to grow 21% in Q3 2024, while Gucci and Burberry face declines of 18% and 10%.

**China & U.S. Slowdowns:** Chinese consumers are holding back on spending, and U.S. buyers face inflation and high interest rates.

**European “Greedflation”:** Price hikes post-COVID are causing cautious luxury spending among European consumers.

**2025 Recovery:** HSBC predicts 7% growth in 2025, with double-digit growth possible by Q2.

The global luxury goods market is on track for a tough year, as highlighted in HSBC Global Research’s recent report, titled “**Cruel Summer.**” The report revises the sector’s organic growth forecast for 2024 down to 2.8%, from an earlier projection of 5.5%. This downward revision stems from companies’ updated earnings estimates in late July, making 2024 the sixth-worst year for luxury in the past two decades.

Key players in the luxury industry,

including Burberry, Hermès, Kering, LVMH, and Prada, have seen varying performances. While some brands like Hermès and Prada managed to maintain positive momentum in the first half of the year, with Prada retail expected to post a 21% growth in Q3, others like Gucci and Burberry are facing steep declines, with HSBC predicting a 10% drop for Burberry and an 18% decline for Gucci in Q3 2024.

The report attributes these struggles



to several factors, notably decelerating consumer spending in key markets like China and the U.S. Chinese consumers, despite having strong savings, are holding back on discretionary purchases, while inflationary pressures and high interest rates have impacted U.S. shoppers, particularly in the aspirational segment. Europe presents a mixed scenario, with consumers demonstrating a **“wait-and-see”** attitude amid what analysts describe as **“greedflation,”** where luxury brands

raised prices post-COVID beyond inflationary needs.

Japan, however, remains a bright spot in the sector, driven by robust tourism, particularly from China, other Asian countries, and the U.S.

Looking ahead, HSBC analysts expect luxury market growth to recover in 2025, forecasting a 7% increase, with high single-digit growth by Q1 2025 and potential double-digit growth in Q2, driven by a low comparison base from this year’s declines.

# Developing a luxury apparel brand: Key strategies, case study, & market analysis

■ M A Mohiemen Tanim



## Introduction

The luxury apparel industry has always been a symbol of exclusivity, craftsmanship, and status. As global consumer preferences shift toward sustainability and individuality, the development of a luxury brand has become increasingly complex yet more promising. Here are some critical strategies needed to build a successful luxury apparel brand, supported by a case study, market analysis, and data-driven insights. We'll also explore how modern consumers, especially millennials and Gen Z, are reshaping the

luxury fashion landscape.

## Key Strategies for Developing a Luxury Apparel Brand

### 1. Brand Identity and Storytelling

One of the first and most important steps in building a luxury apparel brand is defining a clear brand identity. Luxury is more than just high price points; it's about crafting a compelling narrative that resonates with consumers. The story behind the brand—whether it revolves around heritage, craftsmanship, innovation, or sustainability—is crucial to create



**Photo:** The new Gucci girl

emotional connections.

### **Example: Gucci's Reinvention**

Under the creative direction of Alessandro Michele, Gucci has embraced inclusivity and cultural diversity while maintaining its historical luxury status. This blend of heritage with contemporary relevance has redefined the brand for younger audiences, making it one of the most

sought-after names in luxury fashion.

### **2. Exclusivity and Scarcity**

A key characteristic of luxury brands is the perception of exclusivity. Limited-edition collections, collaborations with renowned designers or artists, and tight control over distribution channels help maintain a sense of scarcity, which drives desire.

**Data Insight:** According to a Bain

& Company study, 60% of luxury purchases are driven by emotional appeal, with exclusivity being one of the top triggers.

### 3. Superior Craftsmanship and Quality

Luxury apparel brands thrive on unparalleled craftsmanship and meticulous attention to detail. In today's competitive landscape, consumers are not only looking for

such as using eco-friendly materials or transparent supply chains—can create a unique value proposition.

### Case Study: Stella McCartney

Stella McCartney has built a luxury brand that prioritizes sustainability without compromising on style. From the use of eco-friendly materials to transparent supply chains, the brand appeals to a new



**Photo:** Stella McCartney, Winter 2017 Collection, Ad Campaign Shot in a Scottish Landfill

aesthetically pleasing garments but also products that exemplify superior quality and durability.

### 4. Sustainability and Ethical Production

Modern consumers are more informed and concerned about the environmental and social impact of their purchases. In the luxury segment, integrating sustainable practices—

generation of conscious consumers. In 2022, McCartney's commitment to sustainability earned the brand accolades, pushing the boundaries of what luxury fashion can stand for.

### 5. Omnichannel Strategy and Digital Presence

In today's digitally connected world, a strong online presence is vital. Luxury brands must maintain a seamless

omnichannel experience, combining in-store exclusivity with an immersive digital platform.

Data Insight: A report by McKinsey shows that 80% of luxury sales are now digitally influenced. From discovering new collections on social media to completing transactions online, the luxury consumer journey has moved heavily into the digital realm.

### **Market Analysis: The Luxury Apparel Industry**

Revenue in the Luxury Fashion market amounts to US\$145.40bn in 2024 and expected to grow annually by 3.15% (CAGR 2024-2029). The rise in disposable incomes, especially in emerging markets like China, India, and Southeast Asia, coupled with the changing lifestyle aspirations of millennials and Gen Z, is fueling this growth.

#### **Key Market Drivers:**

**Growth in Emerging Markets:** China accounts for more than 35% of global luxury sales and is predicted to become the largest market for luxury goods in the next decade .

**Rise of Digital Channels:** Luxury brands have been slow to adopt e-commerce, but this has changed significantly over the last five years. Digital channels now account for over 20% of all luxury sales .

#### **Sustainability and Ethical**

**Consumption:** Consumers are increasingly willing to pay a premium for brands that align with their values

on sustainability, driving the rise of eco-conscious luxury brands.

#### **Challenges:**

**Counterfeit Market:** The luxury apparel sector suffers from counterfeiting, which costs the industry over USD 450 billion annually . This undermines brand exclusivity and affects consumer trust.

#### **Balancing Tradition with Innovation:**

Luxury brands often grapple with the challenge of preserving traditional craftsmanship while incorporating modern design and technology.

### **Case Study: The Rise of LVMH (Moët Hennessy Louis Vuitton)**

#### **Background:**

LVMH, the world's largest luxury goods conglomerate, owns iconic brands such as Louis Vuitton, Dior, and Fendi. Over the years, LVMH has set the gold standard in luxury fashion, achieving annual revenues exceeding EUR 79.2 billion in 2023 .

#### **Strategies for Success:**

**Brand Portfolio Diversification:** LVMH boasts a diversified portfolio spanning across fashion, leather goods, wines, perfumes, and watches. This multi-sector dominance allows LVMH to mitigate risk and capitalize on cross-sector synergies.

**Strategic Acquisitions:** LVMH has continually expanded its empire through acquisitions, such as its 2021 purchase of Tiffany & Co., which bolstered its presence in the luxury

jewelry market.

**Digital Innovation:** Through a series of digital initiatives, LVMH has enhanced its e-commerce platforms, invested in artificial intelligence, and collaborated with tech giants like Google to improve customer experience.

### **Analysis:**

The success of LVMH can be attributed to its unique ability to balance heritage with modernity. The conglomerate leverages its historical roots while remaining agile enough to adapt to market trends, making it an undisputed leader in the luxury sector.

## **Future of Luxury Apparel: Trends and Predictions**

### **1. Personalization at Scale**

Customization will become a defining feature of luxury apparel. Consumers want their garments to reflect their personality, and brands that can offer personalized experiences will stand out.

### **2. Rise of Circular Fashion**

Circular fashion, which promotes the reuse and recycling of garments, will be a dominant trend. Brands will need to adopt circular strategies, offering services like garment repair or resale platforms to attract sustainability-conscious consumers.

### **3. Technology-Driven Luxury**

The use of artificial intelligence, virtual reality, and blockchain for authenticity

tracking will shape the future of luxury fashion. For example, Gucci has already started experimenting with NFT (Non-Fungible Token) fashion collectibles.

### **4. Direct-to-Consumer (DTC) Models**

Luxury brands are moving away from traditional wholesale models to direct-to-consumer approaches. This enables brands to maintain control over customer experiences and data while offering more personalized service.

### **Conclusion**

Developing a luxury apparel brand in today's dynamic market requires a blend of tradition, innovation, and emotional engagement with consumers. By focusing on superior craftsmanship, sustainability, omnichannel strategies, and data-driven decision-making, brands can carve out a niche in the highly competitive luxury sector.

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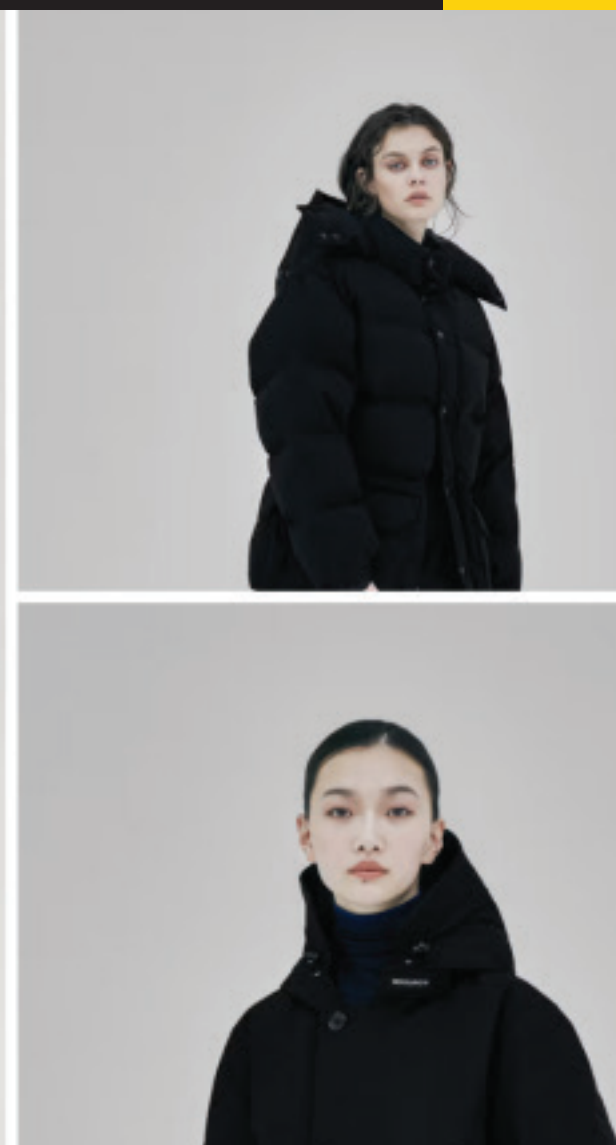
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**Photo:** Dresses made with Brewed Protein™

# Brewed Protein™: Future of animal-free, eco-friendly fashion

■ Fazle Rabbi

The current textile world is loaded with synthetic materials produced through the union of petroleum and chemistry. These aseptic materials have already caused significant damage to nature. While everyone is looking for a sustainable and carbon-neutralized textile manufacturing solution, Spiber's Brewed Protein™ may be the exact solution. This bio-degradable protein polymer is synthesized from a plant-based origin by a microbial fermentation process and spun into different quality yarns to produce variety of fabrics. It is expected that this

ISO-certified Brewed Protein™ fiber's quality and sustainable properties can help people to make new, creative, and powerful choices over animal protein-based fibers such as cashmere, silk, and wool.

## How it's made?

protein polymer production.

15 years of research and studies, paved the way for Spiber to synthesize protein-based polymer through microbial fermentation of plant-based ingredients. Currently, they are using Bonsucro-certified sugar extracted





**Photo:** Spun yarns of Brewed protein.

from renewable agricultural sources like sugarcane or corn as their initial raw materials. Their innovative lab work has enabled them to alter the DNA structure followed by fermentation (brewing) of sugar which generates specialized protein polymer Brewed Protein™ with enchanting properties and qualities. Once the fermentation is done, the polymer is then extracted and undergoes several treatments to achieve the required qualities and characteristics. It is completely biodegradable in soil as well as in seawater. Though the protein evolution requires millions of years, Spiber's cutting-edge lab technology reduced the time to a year or even a month and made it possible for industrial applications.

### **Contribution Towards Sustainability**

Textile manufacturing process using Brewed Protein™ polymer shows impressive features such as reduced greenhouse gas emission by up to 79%, eutrophication by up to 82%, land use by up to 99%, and water use by up to 97% (According to LCA study).

### **Spiber's Prospects And Goals**

#### **1. Future Prospects and Goals**

As a leader in sustainable materials,

Spiber sees Brewed Protein™ revolutionizing the textile industry. Their lofty objectives consist of:

**Net Zero Carbon Footprint:** Spiber wants to attain net zero greenhouse gas emissions from the textile industry by the year 2035.

**Circularity:** By reusing and recycling textiles and clothing made of biobased materials, Spiber hopes to complete the circle. Used textiles (think rayon, cotton, and linen) will be transformed into nutrients for their microbial fermentation process.

#### **2. Industrial Production and Significance**

**Current Volume:** Spiber is starting to produce Brewed Protein™ on an industrial scale. Similar to cashmere and silk, their fibers are being used in denim, filament yarns, and staple fibers. They have already taken a vision to produce 1000T in 2025.

**Importance:** Sustainability is the key to importance. Brewed Protein™ is not dependent on petrochemicals or animals, in contrast to conventional materials. It contributes to cleaner oceans, lessens land use, and uses less water.

# Asahi Kasei introduces new grade of flame-resistant LASTAN™ for enhanced EV battery safety

## ■ Desk Report



**Photo:** New grade of LASTAN™ & its application

Asahi Kasei, the Japan-based technology company, has introduced a new grade of its flame-retardant nonwoven fabric, LASTAN™, designed to enhance electric vehicle (EV) battery safety. LASTAN™ offers a highly flexible and lightweight alternative to traditional materials used for thermal runaway protection, such as busbar protection sleeves and top covers within EV battery packs.

With EV battery safety a growing concern, Asahi Kasei's innovative material addresses the need for flame-resistant and flexible materials that also offer good electrical insulation. The new grade of LASTAN™ withstands temperatures as high as 1,300°C and provides superior protection against particle blasts from venting gas. Its electrical insulation capacity reaches up to 3.5 kV at a 1 mm thickness.

Unlike heavier, brittle mineral-based materials, LASTAN™ is air-baked from special acrylic fibers, resulting in improved flexibility and processability. It also passes UL94 flame retardance tests with the highest rating of 5VA, showing

Asahi Kasei aims to expand production of LASTAN™ globally, with plans to showcase it at the North American Battery Show in Detroit from October 7-10, 2024. The company's new offering is expected to meet growing demand for EV battery protection materials.



Read more: <https://www.texspacetoday.com/asahi-kasei...>



# WGSN & Coloro announces 'Colour of the Year 2026': Transformative Teal



WGSN and Coloro have announced ***Transformative Teal as the Colour of the Year for 2026***, marking a significant shift towards ecological awareness and change. As consumer demand for sustainability grows, Transformative Teal is set to influence not only purchasing decisions but also production practices across various industries.

## Why Transformative Teal Will Be the Colour of the Year for 2026

WGSN and Coloro have once again joined forces to forecast the Colour of the Year, and for 2026, that honour goes to Transformative Teal. Following the vibrant trends of ***Digital Lavender in 2023, Apricot Crush in 2024, and Future Dusk in 2025***, Transformative Teal promises to make waves in fashion, beauty, interior design, and packaging.

WGSN anticipates that 2026 will be a

year of challenge and change, as society calls for urgent reforms in how we engage with our communities, structure our industries, and interact with the environment. Transformative Teal, a harmonious blend of blue and aquatic green, embodies the diversity of nature and embodies an Earth-first philosophy. This colour symbolizes transformation and renewal, fostering resilience in the face of pressing climate issues.

Recent trends show a rising interest in green and blue shades among consumers, with teal searches increasing by 9% year-over-year on Google Trends. As brands look to connect with eco-conscious consumers, Transformative Teal serves as a timely reminder of the importance of sustainability and responsibility in today's marketplace.



Read more: <https://www.texspacetoday.com/wgsn-coloro...>

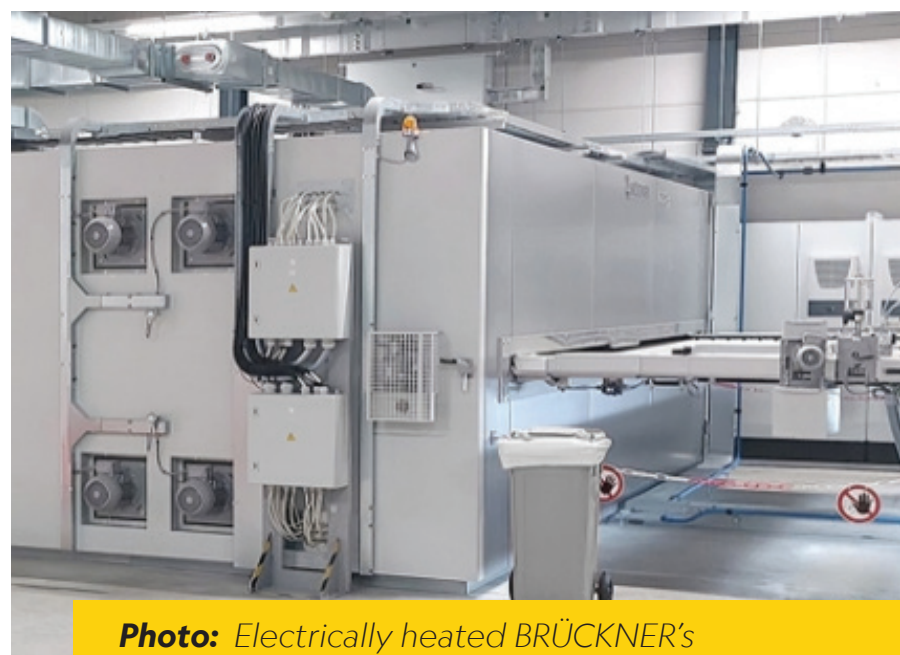


# BRÜCKNER & INTERCARPET collaborate for CO<sub>2</sub>-neutralized carpet manufacturing

■ Fazle Rabbi

Even a few years ago when eliminating CO<sub>2</sub> emissions was a dream to achieve for many now with the significant partnership work between BRÜCKNER and INTERCARPET has made that future come to the present. INTERCARPET a Dutch textile plants floor covering producer has made its first step on the journey of CO<sub>2</sub> neutralization and sustainability. A forward-thinking carpet manufacturing industry always thrives on a sustainability approach.

This innovative duo has successfully offered the possibility of CO<sub>2</sub>-neutralized production of tufting carpets. BRÜCKNER's modern stenter and carpet dryer are already being used in the finishing floor of the INTERCARPET industry. BRÜCKNER's stenter machine comes with a non-lubricated ball-bearing chain and a DUO-THERM oven technology that generates heat. Here the oven is heated by green electricity as it is produced through renewable resources. As heat is being generated by electricity no carbon is emitted by this process which



**Photo:** Electrically heated BRÜCKNER's carpet dryer at INTERCARPET

is a remarkable result. It is worth noting that other devices such as exhaust fans, drivers, and transport systems associated with fabric transportation during production, use less amount of energy. All these are attached to energy-efficient motors. This signifies their commitment to a sustainable approach. Low power consumption, efficient operation, and heating without burning fuels or generating CO<sub>2</sub> are some of the key features that have already brought considerable attention to global sustainable textiles.

This effective cooperation is not only focusing on CO<sub>2</sub> reduction while producing but also putting up their all-possible effort to ensure the recyclability of the end products. textile production.



ITMA ASIA



CITME

中国国际纺织机械展览会  
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ITMA ASIA + CITME 2024



BRÜCKNER

Hall	6
Booth	D-10

# American Textile Co. wins Home Excellence Award amid record growth

Pittsburgh-based bedding manufacturer, American Textile Co. (ATC), was honored with the Home Excellence Leadership Award by the Home Fashions Product Association (HFPA) during their annual gala in New York City. The award, accepted by CEO Lance Ruttenberg and Executive Vice President Blake Ruttenberg, highlights ATC's culture of innovation and its impact on the bedding industry.

The HFPA recognized ATC for its cutting-edge innovations, notably the AllerEase® brand allergen barrier fabrics, which have improved the lives of millions of allergy sufferers. Over the past 20 years, ATC has also become one of the largest polyester-filled pillow

manufacturers in the U.S., achieving record growth.

Lance Ruttenberg expressed gratitude, stating, "We are investing heavily in our infrastructure, talent, and technology as we approach our 100th anniversary in 2025. These investments will ensure we maintain our momentum and meet growing consumer demand."

ATC also announced significant capital investments for 2025, including AI-enabled systems and robotics to enhance production efficiency and product quality. These upgrades, combined with a growing team, position ATC to continue its leadership in the industry.





# European Outdoor Summit marks 10 years of collaboration & sustainability

■ Sayed Abdullah

The 2024 European Outdoor Summit (EOS) celebrated its tenth anniversary in Cambridge, UK, bringing together 200 leaders from the outdoor industry to discuss the sector's most pressing issues. Organized by the European Outdoor Group (EOG) and supported by the Outdoor Industries Association (OIA), the two-day event focused on sustainability, leadership, and innovation, offering attendees a platform for collaboration and inspiration.

This year's summit emphasized bold collaboration as a key driver of change within the industry. Nina Hajikhanian from Patagonia and Dani Jordan from

Surfers Against Sewage delivered an impactful session on the power of working together, highlighting the importance of collective action to address global challenges. Their session resonated with the audience and set the tone for continued discussions throughout the event.

A highlight of the summit was the post-lunch session led by Mark Shayler, who provided a thought-provoking look at 70 years of advertising and popular music. He underscored the vital role businesses play in influencing hearts and minds, emphasizing that purpose-driven action is essential, particularly in a world where sustainability is



increasingly central to every business model. His message was both optimistic and energizing, inspiring delegates to align their work with meaningful, sustainable goals.

The summit also tackled environmental, social, and governance (ESG) planning, with Gustavo Meyer Suarez stressing the importance of integrating ESG principles early in any business strategy. He made a compelling case for managing risk through comprehensive ESG compliance, helping firms navigate the complex challenges they face. Michelle Cliffe of the non-profit Canopy added a practical perspective, sharing

how her organization works with brands to transform supply chains and reduce their impact on forests. Her presentation even included a hands-on moment, inviting delegates to embrace their inner “tree huggers.”

Other notable sessions included a presentation by Julian Lings and Andrew Rough on the UK launch of The North Face Renewed, a workshop by Dries De Love on leadership lessons from outdoor endurance sports, and a discussion by Katy Stevens and colleagues on ensuring a just transition for workers in global supply chains. Mike Willis explored the evolving world of financial disclosure regulations, providing insights into how transparency will shape future business practices.

Reflecting on the event, EOG Managing Director Scott Nelson remarked,

*“We worked hard to create a meaningful and memorable summit, and the feedback we’ve received shows that the discussions and connections made here will have a lasting impact on the industry.”*

**Photo:** Networking dinner of European Outdoor Summit



Read more: <https://www.texspacetoday.com/european...>



# Dr. Christian Rink appointed as New CFO of CHT Group

As of October 1, 2024, Dr. Christian Rink has taken over as the global Chief Financial Officer (CFO) of the CHT Group, succeeding Prof. Dr. Klaus Müller, who served in the role on an interim basis. Dr. Rink now joins CEO Eva Baumann on the Management Board, where he will oversee Finance & Controlling, Information Technology, Digitalization, Compliance Management, and Project Management.

Dr. Rink brings extensive experience from his tenure at the Bosch Group, where he held leadership roles in logistics and finance, including serving as Commercial Head of Asia Pacific for Bosch Home Comfort Group in Shanghai. His most recent position was Vice President of Finance and Controlling for the Business Unit Electric Solutions.

Eva Baumann expressed confidence in Dr. Rink's ability to contribute to the company's success, particularly in navigating challenging but promising times of change. Johan de Ruiter,



**Photo:** Dr. Christian Rink, new global CFO of the CHT Group

Chairman of the Foundation, echoed these sentiments, highlighting Dr. Rink's strong track record and industry expertise.

Dr. Rink emphasized his commitment to driving the CHT Group's growth in the specialty chemicals sector and thanked Prof. Dr. Müller for his exceptional leadership during the transition. The CHT Group continues to prioritize sustainability and innovation as core pillars of its corporate strategy.





## Keel Labs™ announces first commercially available garment made with Kelsun™ fiber

In the first commercial launch for Kelsun Fibre, Keel Labs™, a next-generation materials company, is releasing their first limited-edition run of seaweed-based fibre apparel with California Based Brand Outerknown. The Outerknown iconic Blanket Shirt will now be made from the Kelsun™ seaweed-based. This launch marks the first-ever commercially available garment made with Kelsun.

Outerknown is known for creating elevated, lasting wardrobe staples in the highest quality and most responsibly sourced materials. As the first apparel brand founded on a total commitment to sustainability, Outerknown's current line is crafted with 99% preferred fibres – including organic, Regenerative

Organic Certified® (ROC™), recycled or regenerated fibres, and bio-based fibres.

Kelsun is made with an abundant biopolymer found in seaweed, resulting in a fibre that is 100% bio-based and biodegradable in wastewater. Seaweed is one of the most regenerative organisms on the planet; it absorbs carbon dioxide in the ocean, similar to trees on land. In an industry producing 21 billion tons of textile waste annually,

Keel Labs sources seaweed that's harvested under strict sustainability guidelines, complying with local harvesting calendars and quantities. A biopolymer is then extracted and separated from the seaweed, forming the basis of Kelsun fibres.

# VDMA to showcase eco-friendly smart innovations at ITMA Asia + CITME 2024

Under the “Smart Technologies for Green Textile Production theme,” VDMA (German Engineering Federation) aims to leverage resources like textile materials, water, energy, and chemicals to significantly reduce CO2 emissions.

The ITMA ASIA + CITME 2024, scheduled for October 14–19 in Shanghai, will feature a strong presence from VDMA, with 49 exhibiting member companies, making them the largest foreign contingent at the trade fair. The exhibiting members will showcase a wide range of machinery categories, including spinning, manmade fibers, nonwoven, weaving, braiding, knitting & hosiery, finishing & dyeing, and textile processing.

On October 14, 2024, from 16:00 to 17:00 (China time), VDMA will host a press conference focusing on its commitment to reducing resource consumption in the textile value chain through highly efficient technologies.

In recent years, nearly 50% of German textile machinery exports have gone



**Photo:** VDMA booth in an exhibition.

to Asia. However, between January and July 2024, shipments to Asia fell by 25%, totaling about 580 million euros. Despite this, China remains the largest market for German exports, accounting for 240 million euros, followed by India, Bangladesh, Uzbekistan, Pakistan, and Vietnam.

The VDMA team in Shanghai includes colleagues from both VDMA headquarters in Germany and VDMA China, ensuring robust support for exhibiting members on-site.



**Booth** Meeting room **M602**



# GOTS & Marple achieve 97% accuracy in organic cotton monitoring using satellite data & AI

■ A. Peter Tessa

The Global Organic Textile Standard (GOTS) has completed a groundbreaking Satellite Cotton Monitoring Project in collaboration with AI firm Marple, achieving a remarkable 97% accuracy rate in detecting organic cotton fields across India. This initiative marks a significant leap forward in organic cotton's integrity and traceability, addressing key industry challenges.

The project, co-financed by GOTS and the European Space Agency's (ESA) Business Applications and Space Solutions (BASS) programme, utilized Marple's advanced Cotton Cultivation Remote Assessment (CoCuRA) software to survey over 6,000 cotton fields in Gujarat, Haryana, Madhya Pradesh, and Maharashtra. The AI-driven software, fine-tuned specifically for India's diverse cotton-growing regions, successfully identified organic cotton fields with over 80% accuracy in verifying their organic status.

Covering an expansive 2.7 million square kilometers of agricultural land, this technology detects organic and conventional cotton fields with high precision and identifies near-organic or uncertified practices. This innovation facilitates the certification process, potentially increasing the global supply of certified organic cotton.



**Photo:** Natural Fibre Connect (NFC) conference in Biella, Italy hosted a session on Rangeland Stewardship & Global Standards that included an expert panel of speakers to discuss key topics such as desertification, overgrazing, animal welfare, livestock value chains and so much more

# Natural Fibre Connect 2024 returns to Biella with focus on innovation & sustainable textiles

The historic textile town of Biella (Italy) will once again play host to the prestigious Natural Fibre Connect (NFC) event from September 16th to 20th, 2024. Organized by a coalition of leading natural fiber organizations—including The Schneider Group, the International Alpaca Association, the Sustainable Fibre Alliance, and Mohair South Africa—NFC 2024 will bring together global stakeholders from

across the textile and fashion industries to explore the future of natural fibers. NFC 2024 is set to offer a comprehensive experience with three distinct programs: the Biella Mill Visit Program (September 16-18), the Prato Session Program (September 18), and the Biella Conference Program (September 19-20). Each of these events aims to address key industry challenges, from environmental

sustainability and animal welfare to innovation, transparency, and the future of standards.

### **Biella Mill Visits: A Unique Insight into Textile Manufacturing**

The event kicks off with guided mill visits in Biella, giving attendees a rare opportunity to explore the manufacturing processes behind some of the world's most prestigious textiles. Participants will tour renowned facilities, including Pettinatura di Verrone (Schneider Group), Tintoria di Verrone, Finissaggio e Tintoria Ferraris, and Magno Lab. The second day features visits to Lanificio Cerruti, Fratelli Piacenza, Burcina Park, Maglificio Maggia, and Guabello, with the final day highlighting Zegna Baruffa Lane Borgosesia, Lanificio Ermenegildo Zegna, and Oasi Zegna, concluding with Reda.

### **Prato Session: Shaping the Future of Textile Standards**

On September 18th, the NFC moves to Prato for an open discussion at Confindustria Toscana Nord. Moderated by Silvia Gambi, the session will delve into critical topics such as the GRS and Materials Matter Standards of Textile Exchange. Notable speakers include Francesco Marini of Marini Industrie, Willy Gallia of NFC, and Roberta Pecci of Confindustria Toscana Nord and Sistema Moda Italia. This

session is expected to drive important conversations around the future of textile standards and sustainability.

### **Biella Conference: A Platform for Global Thought Leaders**

The conference portion of NFC 2024, held at the Città Studi Conference Centre in Biella on September 19-20, will feature a lineup of influential speakers such as Gunter Pauli, Baptiste Carriere-Pradal, and Elisabeth Van Delden, among others. Discussions will cover a range of topics including the environmental footprint of natural fibers, regenerative agriculture, and the role of textiles in combating climate change. A special focus will be given to the United Nations' designation of 2024 as the International Year of Camelids, with presentations by Horacio Duran and Juan Pepper on vicuña, guanaco, and alpaca.

### **A Collaborative Effort for a Sustainable Future**

NFC 2024 is supported by a wide array of sponsors, including Textile Exchange, ICEA, Woolmark, and Piacenza 1733, as well as industry leaders like The Good Cashmere Standard by AbTF and the Südwolle Group. The event is an unparalleled opportunity for growers, herders, and industry professionals to engage, share knowledge, and collaborate on shaping a sustainable future for natural fibers.

# Dow introduces durable water repellent technology

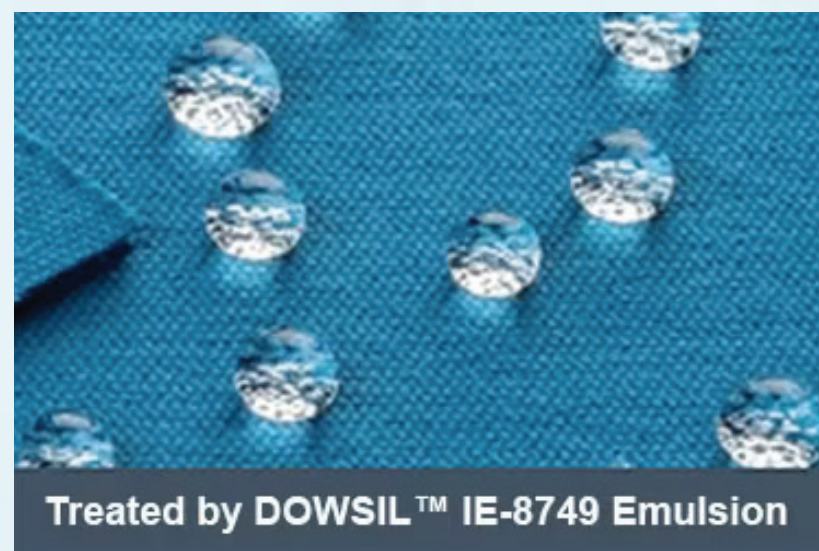
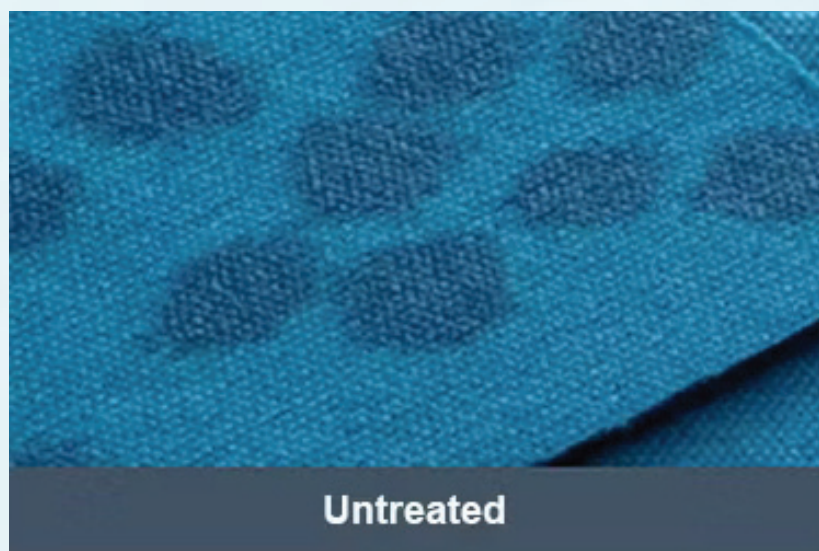
## DOWSIL™ IE-9100

Dow has introduced DOWSIL™ IE-9100 Emulsion, an 81% bio-based silicone-organic hybrid formulation designed for ***durable water-repellent (DWR) finishing***. As the latest addition to Dow's Ecolibrium™ Brand portfolio, this innovative emulsion matches the water-repellency performance of traditional fluoro-based products, making it ideal for high-performance outerwear, athletic wear, and technical textiles.

Recognized with the R&D 100 Award and the SEAL Sustainable Product Award, DOWSIL™ IE-9100 Emulsion offers key advantages such as customizable water repellency,

excellent stain protection, and compatibility with natural and synthetic fibers. It maintains fabric breathability and is OEKO-TEX® ECO PASSPORT certified, ensuring environmental safety and quality.

Dow's new emulsion supports the textile industry's dual focus on performance and sustainability, providing an eco-friendly alternative that integrates seamlessly with existing manufacturing processes. On October 10, Dow will host a webinar further to explore the capabilities and applications of this groundbreaking technology. With this launch, Dow continues to lead the way in sustainable innovation for the textile industry.





## NEOLAST™: An sustainable alternative to traditional spandex

Under Armour, in collaboration with Celanese, has launched NEOLAST™, a groundbreaking alternative to traditional spandex. This innovative fiber is crafted from recyclable elastoester polymers using a solvent-free, melt-extrusion process, offering a more sustainable and environmentally friendly option for stretch fabrics. NEOLAST™ is designed to provide superior performance with enhanced moisture management, durability, and comfort, making it a versatile choice for a wide range of applications including sportswear, medical. The first product to showcase NEOLAST™ is Under Armour's Vanish Pro tee. Designed with a minimalist approach, the Vanish Pro tee allows the NEOLAST™ material to take center stage, offering consistent stretch and fit throughout



**Photo:** NEOLAST™ Elastoester Polymers

the garment's life. This innovation aligns with Under Armour's ambitious goal to reduce spandex usage by 75% by 2030, promoting a move towards more sustainable performance apparel.

As NEOLAST™ begins to scale across additional product lines, both Under Armour and Celanese are excited about its potential to reshape the industry, offering athletes high-performance gear while supporting environmental sustainability.

# New York State announces grants for textile innovation



**Photo:** NY Governor Kathy Hochul

On September 15, 2024, Governor Kathy Hochul announced a new grant program through the New York State Fashion Innovation Center, aimed at enhancing the state's farm-to-fashion ecosystem. The initiative will provide grants of up to \$10,000 to startups, small businesses, farmers, and researchers focused on innovations in agricultural production, sustainable materials, and textile technology.

The program encourages participants to develop projects that advance sustainable practices within the fashion industry. Alongside financial support, grant recipients will join a cohort that offers mentoring and access to specialized equipment and facilities to further their initiatives.

"Nothing is more synonymous with New York than fashion, and this industry generates over \$25 billion a year in wages for hardworking New Yorkers," said Hochul, emphasizing the importance of fostering innovation in sustainability.

The Fashion Innovation Center, established in 2022 with \$10 million in state funding, promotes collaboration among universities, businesses, and agricultural leaders to utilize locally produced textiles. The initiative is part of a broader effort to position New York as a leader in sustainable fabric production.

The deadline for grant applications is November 15, 2024, marking a significant step towards a greener future for New York's fashion landscape.



**Read more:** <https://www.texspacetoday.com/new-york-state...>





# US Cotton Trust introduces new membership plan for sourcing reform



The U.S. Cotton Trust Protocol has announced a new membership fee structure for brands and retailers, effective in 2025. The revamped model, based on cotton consumption rather than revenue, is designed to increase accessibility and participation for businesses of all sizes committed to responsible cotton sourcing.

Daren Abney, Executive Director of the U.S. Cotton Trust Protocol, emphasized the importance of the changes: "Our goal is to deliver more value to cotton growers who are achieving verified environmental impact, ensuring that we offer a fully traceable cotton fiber in the supply chain."

## Key Updates in Membership Structure:

**Brand Membership Fees:** Annual fees will now be determined by total cotton consumption, ensuring that the program is accessible and equitable across the industry.

**Volume-Based Fee Adjustments:** Companies sourcing larger volumes of

cotton will benefit from tiered pricing and discounts, encouraging greater commitment to responsible sourcing.

## New Supporting Member Category:

A new membership category has been introduced for organizations outside the traditional textile supply chain that wish to support the Trust Protocol's sustainability mission.

## Member Benefits:

Members of the U.S. Cotton Trust Protocol will continue to receive significant advantages, including:

**Traceability:** The Protocol Consumption Management Solution (PCMS) enables members to track cotton grown on Protocol producers' farms, offering full visibility and validation of cotton origin at every stage of the supply chain.

**Environmental Data:** Brands and retailers gain access to verifiable environmental data on sustainably grown cotton, aligning with science-based goals for continuous environmental improvement.



Read more: <https://www.texspacetoday.com/us-cotton...>





**Photo:** (Left to Right) Mark Garrett & Rajiv Sharma

## Rajiv Sharma named CEO of Archroma as Mark Garrett joins BOD

Archroma, a global leader in sustainable specialty chemicals, announced a key leadership change effective October 1, 2024. Rajiv Sharma, a seasoned executive with a strong background in driving innovation and sustainability, has been appointed as the company's new Chief Executive Officer (CEO). Mark Garrett, the current Group CEO, will transition to the Board of Directors, where he will continue to provide strategic guidance.

Rajiv Sharma brings over 14 years of leadership experience from Coats Group plc, where he served as Group Chief Executive for the past eight years. At Coats, he was credited with creating a strong growth platform based

on customer-centricity, innovation, digitalization, and sustainability.

From October 1, 2024, under the leadership of Sameer Singla. This organizational shift aims to accelerate growth and innovation in the packaging sector while continuing to focus on delivering the best solutions to both the Textile Effects and Packaging markets.

Barry Siadat, Archroma Board member and co-Founder of SK Capital Partners, welcomed Sharma's appointment, stating, "Rajiv brings a wealth of experience that aligns perfectly with Archroma's focus on sustainability, innovation, and growth. We look forward to seeing the company thrive under his leadership."



Photo: kangaroo, © Michael Waddle

## U.S. Senate introduces kangaroo leather ban bill

The U.S. Senate has introduced the Kangaroo Protection Act of 2024, aiming to ban the sale and manufacture of kangaroo leather (k-leather) products. Sponsored by Senators Tammy Duckworth (D-Ill.) and Cory Booker (D-N.J.), the bill targets the commercial use of kangaroo skin, particularly in high-end soccer cleats. If passed, the legislation would impose penalties of up to \$10,000 for violations.

An estimated 2 million wild kangaroos are killed annually for their leather, which is widely used in footwear. The bill seeks to stop the mass slaughter,

deemed ***“inhumane”*** by its sponsors. Duckworth emphasized the need to promote humane alternatives, saying, ***“The mass killing of millions of kangaroos is needless and inhumane.”***

The U.S. is currently the second-largest market for k-leather products, though brands like Nike, Puma, and New Balance have recently discontinued their use. However, companies like Adidas and Mizuno continue to use kangaroo skin. Over 150 organizations, including U.S. and Australian nonprofits, support the bill, which mirrors a previous House proposal currently stalled in committee.

# ETV invests over €2.5mn to expand camouflage & technical printing capacity

ETV Eing Textil-Veredlung GmbH & Co. KG (etv) has announced a major investment of more than €2.5 million to enhance its printing and coating capabilities. This includes a new coating tenter frame and calender, both with a 3,200-mm working width, as well as a technical upgrade to Zimmer's 10-color printing system with a 2,850-mm width.

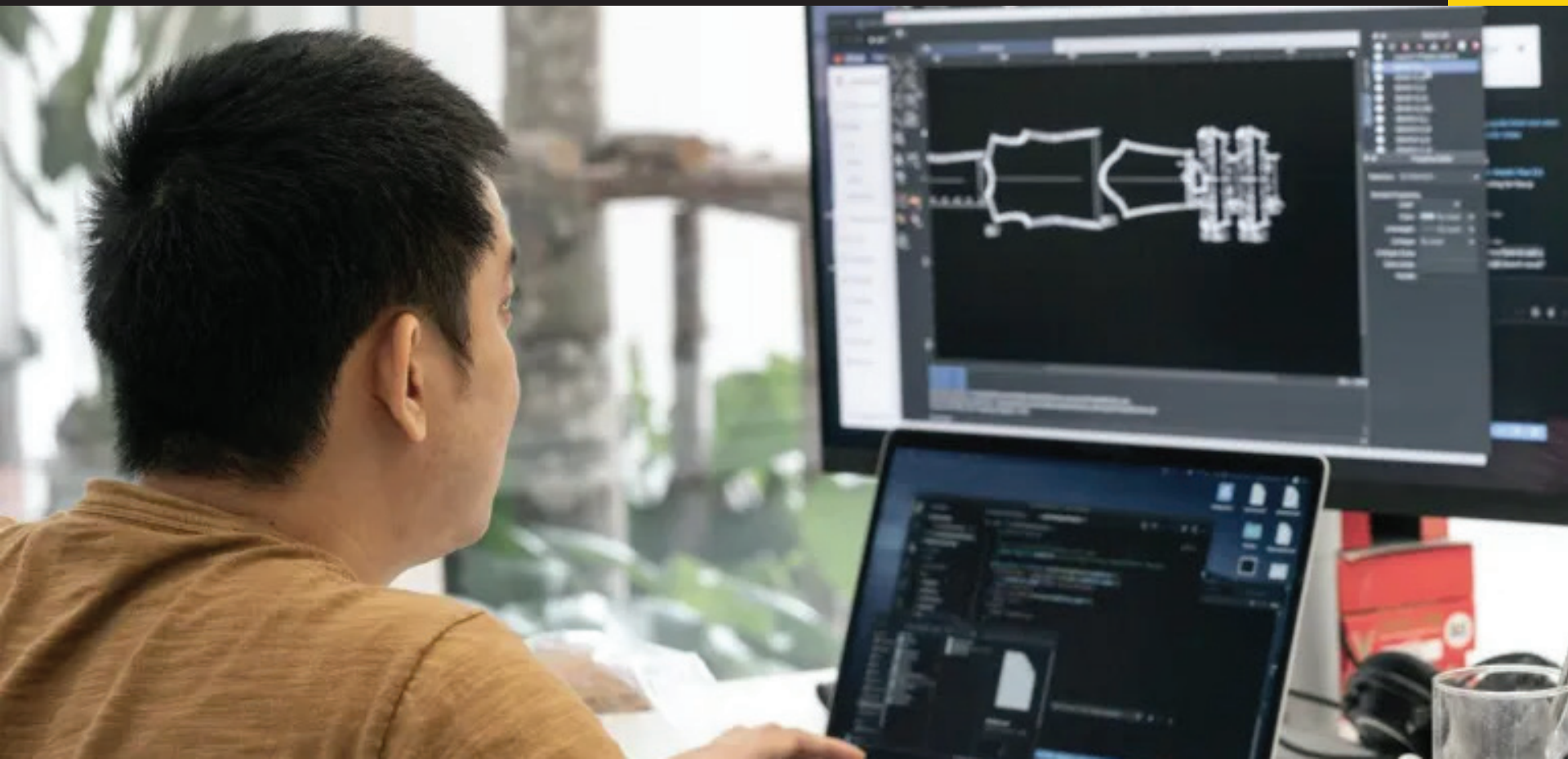
This investment will enable etv to increase its production capacity to 2.8 million running meters by 2025, marking its entry into the military fabric



**Photo:** Dirk Tunney, Managing Director etv © 2024 etv

printing market. The modernized rotary screen printer will handle a wide range of technical textiles, from lightweight fabrics for medical use to heavy materials for construction.

The company has also developed conductive prints and smart textiles, further expanding its product portfolio. Dirk Tunney, etv's managing director, expects significant new business growth from the second half of 2025.



## Lectra invests in Six Atomic to drive AI-Powered fashion design

Lectra, a global leader in software and cutting equipment for the fashion industry, has announced a strategic partnership with Singapore-based AI company Six Atomic. This collaboration aims to revolutionize garment design through artificial intelligence, enhancing efficiency and speeding up product development.

As part of the partnership, Lectra will invest \$2.5 million, acquiring an 18% stake in Six Atomic, with options to increase its investment further. Founded in 2020, Six Atomic specializes in AI-powered SaaS solutions that streamline garment design processes, reducing the time needed to bring fashion collections to market.

Six Atomic's technology automates tasks such as pattern creation and collaboration, enabling fashion brands to optimize their use of design expertise and data. Lectra's global reach is expected to accelerate the deployment of these AI-driven solutions across the fashion industry.

Maximilien Abadie, Lectra's Chief Strategy Officer, praised Six Atomic for its ability to combine AI with deep knowledge of the fashion sector. The partnership marks another step in Lectra's goal to lead Industry 4.0 innovations, helping brands keep pace with fast-changing consumer demands while improving overall productivity.



Photo: Eltex ACT-R

# Eltex develops innovative system for Yarn Tension Control

In the rapidly evolving textile industry, maintaining optimal yarn tension is critical for ensuring high-quality production and minimizing defects. Recognizing this challenge, Eltex, a leader in textile machinery innovation, has developed cutting-edge yarn tension control systems that revolutionize how weavers manage tension throughout the manufacturing process. Their flagship systems, the Eltex ACT-R for rapier machines and the Eltex ACT-G for various machine types, are stand-alone solutions that offer unprecedented precision and control.

## Breaking New Ground in Tension Control

The Eltex ACT-R and ACT-G systems are designed to regulate and stabilize yarn tension automatically, eliminating the variations that commonly arise due

to differences in yarn package fullness, machine speed, or yarn type. These systems guarantee constant tension levels, whether in rapier weaving machines, air-jet looms, or other specialized machines like sewing or tampon-making devices. Their plug-and-play design allows them to operate independently from the weaving or sewing machines, making installation and integration effortless.

## Eltex ACT-R: Perfecting Weft Yarn Tension

The Eltex ACT-R (Automatic Control of Tension for Rapier machines) offers a breakthrough in controlling weft yarn tension. Installed after the rewinder, it ensures that the tension remains constant, compensating for any irregularities in the yarn package. This system is especially advantageous for

technical fabrics and difficult-to-handle yarns, such as recycled materials.

With its ability to automatically adjust tension according to real-time data displayed on a central unit, the ACT-R enhances fabric quality and reduces machine stoppages. Its low-maintenance design, featuring an easy-to-clean smart brake system, ensures that the device can operate with minimal intervention while improving overall process efficiency.

### **Eltex ACT-G: Versatile Solution Across Machines**

The Eltex ACT-G is an equally innovative solution designed for a broader range of machines, including air-jet weaving and sewing machines. It provides accurate and consistent tension control even at low tension levels (less than 10cN), which is essential for handling delicate or complex yarns.

The ACT-G system stabilizes tension throughout the production process, significantly improving fabric quality by reducing the common variations caused by bobbin fullness. This user-friendly system allows operators to set the desired tension through a simple touchscreen interface, making it adaptable for different machine configurations and production needs.

### **Industry Impact and Future Applications**

Eltex's innovative yarn tension control systems mark a significant leap in textile technology. By automating and perfecting tension control, the ACT-R and ACT-G not only improve fabric quality but also reduce production downtime and waste. As a result, textile manufacturers can enjoy smoother operations, better resource utilization, and enhanced product consistency.



# KARL MAYER'S HKS 2-S & TM 4 EL: Combining power & precision in tricot warp knitting

■ Fazle Rabbi



**Photo:** Sportswear fabrics manufactured with TM 4 EL

The demand of the fast fashion trends requires efficient high-speed production along with a variety of end products manufacturing capacity from the same type of machine. Imagine having a cutting-edge tricot warp knitting machine that produces different functional fabrics faster than ever. A set of machines that allow manufacturers to produce automotive fabrics, non-stretched fabrics, stretched intimate wear, lingerie, swimwear, sportswear, and so on. Here we're talking about leading textile machinery producer Karl Mayer's recent innovative developments on tricot warp knitting

machines. High-speed production, impressive flexibility, and a variety of applications are some of the key features that have made us talk about 'HKS 2-S' and 'TM 4 EL' models.

'HKS 2-S' comes with machine gauges from E28 to E50 with a working width ranging from 130" to 210". Besides, it offers an Individual needle bar with compound needles, a slider bar with plate slider units (1/2"), a sinker bar with compound sinker units, and two guide bars with guide units. All bars are made of carbon-fiber-reinforced plastic. This allows this model to achieve high

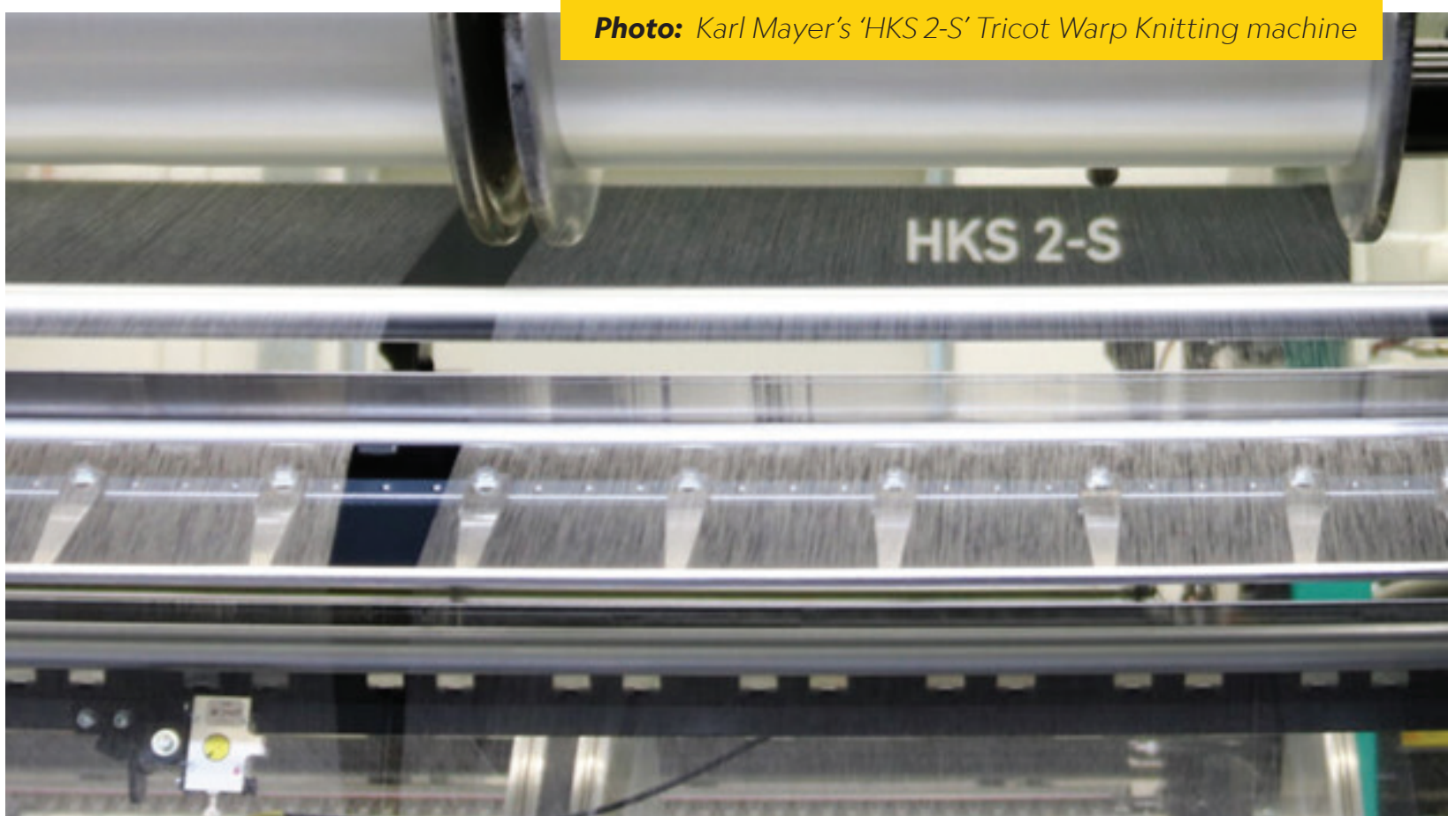


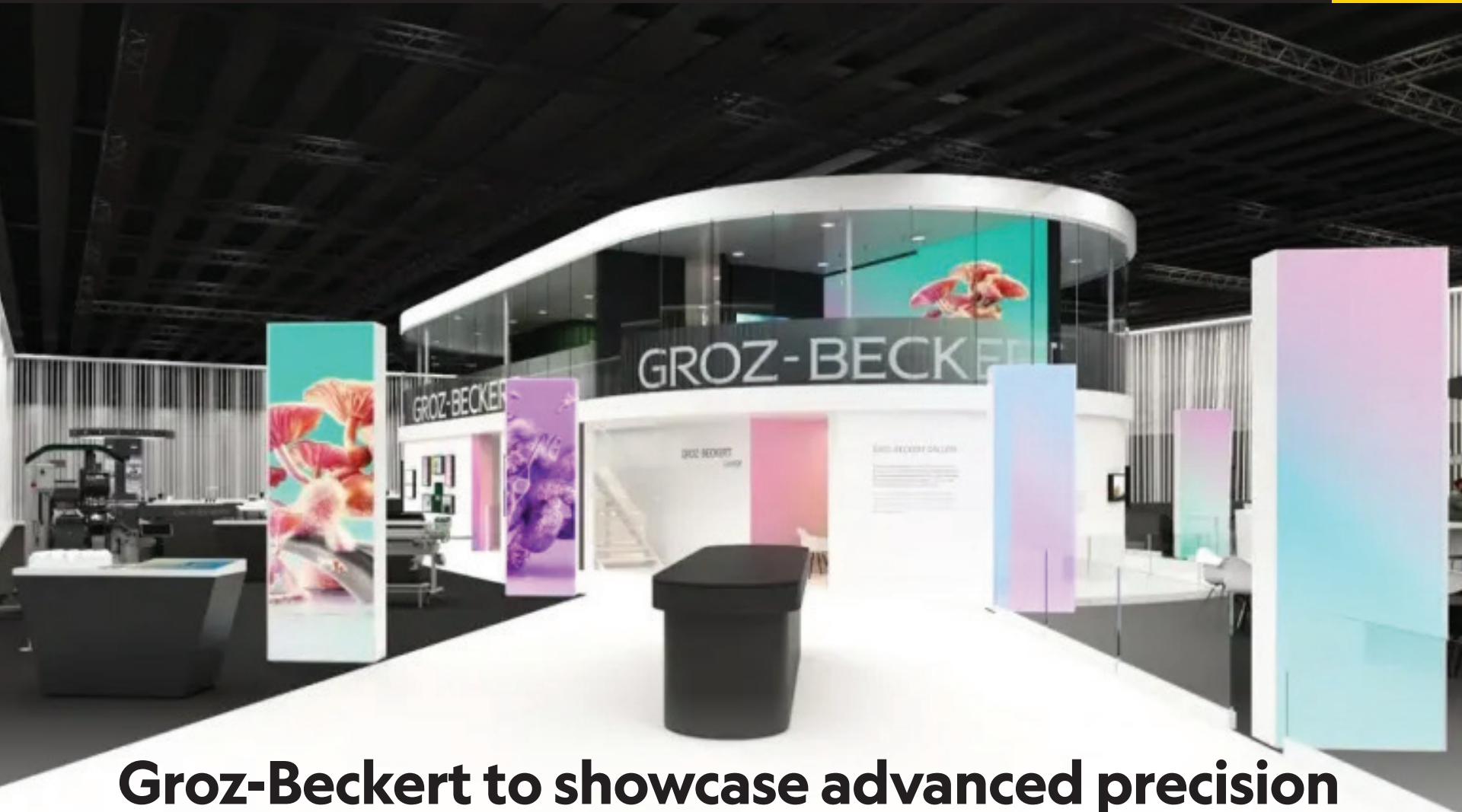
precision and maintain standard quality. This newest technology is attached with an easy interface method 'KAMCOS® 2 (KARL MAYER COMMAND SYSTEM)' which enables the users to monitor, control and manage the machine comfortably and efficiently.

Diving into their yet another addition to the top-notch 4 bar tricot warp knitting machine; 'TM 4 EL'. With KARL MAYER's tried-and-true CFRP technology, this machine was introduced at the end of 2023 and is up to 30% faster than all the preceding models in the same segment. It provides machine gauges, models E28 and E32. The working width can be further adjusted between 210" and 280". This machine has integrated laser stop technology, which enables it to detect yarn breakage more accurately and faster than in the past. To make use of the digital solutions offered by KARL MAYER GROUP,

the machine can be networked with KM.ON's secure cloud utilizing the key device. For example, this includes the online map editor CORE LITE. This versatile fabric maker offers exceptional value for money when producing fabrics for home textiles, sportswear, automobile interiors, and outerwear. Leaders in the textile industry and business owners have already acknowledged this innovative idea by KARL MAYER, designating it as the greatest option for the buyer.

Another impression of these two models is that these are coming with the blessing of lower power consumption LEO® (Low Energy Option) technology. The LED lighting facility, top-quality laser-based sensors, and versatile integrated operating system interface are some of the features attracting a huge audience to them.





## Groz-Beckert to showcase advanced precision technologies at ITMA ASIA+CITME 2024

Groz-Beckert, a leader in industrial needles and precision technology, will be unveiling its latest innovations at the ITMA ASIA + CITME 2024, scheduled from October 14 to 18 at the Shanghai National Convention and Exhibition Centre. The exhibition serves as a crucial platform for industry professionals to explore advancements in textile machinery.

At booth H4-C04, Groz-Beckert will present a range of groundbreaking products designed to enhance efficiency and sustainability in textile production. Among the highlights is their new generation of sewing and knitting needles, which feature improved durability and precision, catering to the evolving demands of the textile industry. In addition to its needle

technology, Groz-Beckert will showcase its innovative automation solutions that optimize production processes and reduce waste. These solutions not only improve productivity but also align with the industry's growing focus on sustainability. With over 160 years of experience, Groz-Beckert continues to drive progress in the textile sector, providing cutting-edge solutions that meet the challenges of modern manufacturing. Attendees are encouraged to visit their booth to discover how Groz-Beckert's innovations can transform their operations and enhance overall production efficiency.

**GROZ-BECKERT®**



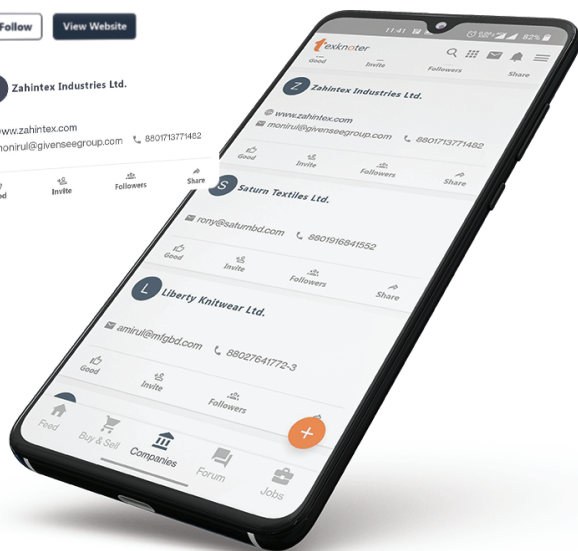
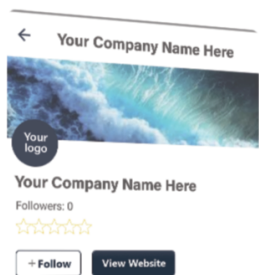
ITMA ASIA + CITME 2024

Hall H4 Booth C04

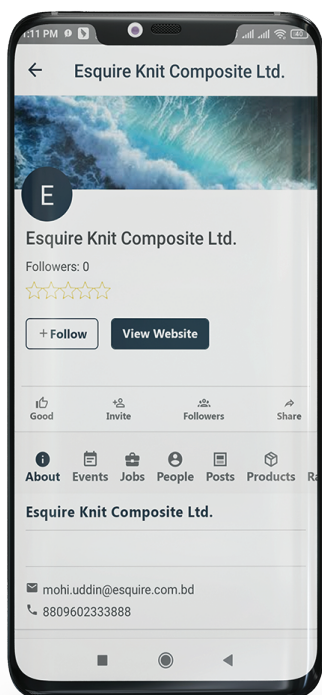


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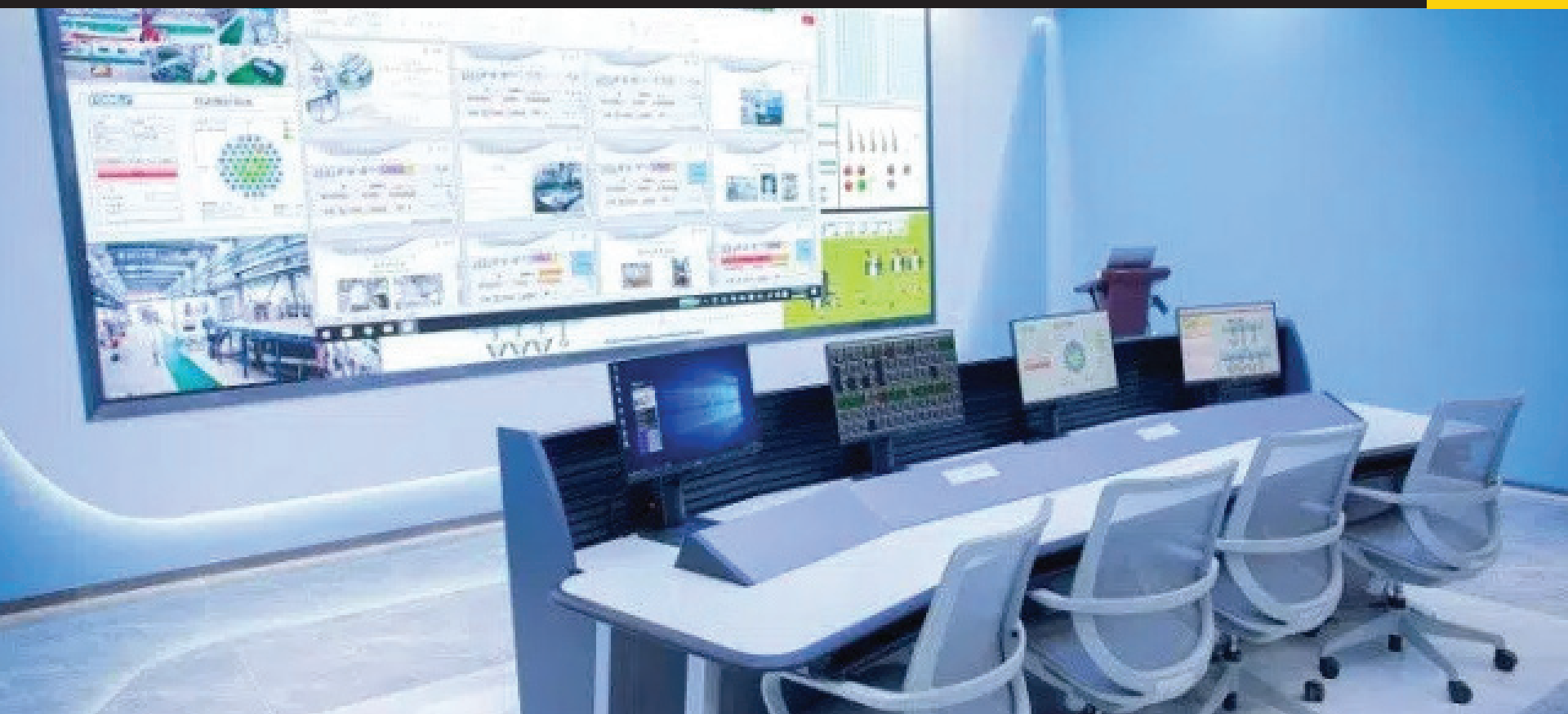
### Jobs

Post jobs easily and get the right professionals.

### Post

Share thoughts or views with people of the same interest.





**Photo:** The remote operation and maintenance system newly developed by CHTC Fong's Group can collect key operation data of dyeing and finishing equipment through SmartCentre Central Computer System.

## CHTC FONG'S showcases advanced machinery at ITMA ASIA + CITME 2024

From October 14 to 18, 2024, the ITMA ASIA + CITME Textile Machinery Exhibition will take place at the Shanghai National Convention and Exhibition Centre, providing a vital platform for global textile machinery manufacturers and industry professionals. CHTC Fong's Group will prominently showcase its advancements at **booth H5-C09**, reinforcing its commitment to propelling the textile industry towards a sustainable future.

Over the years, CHTC Fong's Group has significantly enhanced its research and development investments, establishing a state-of-the-art R&D center that focuses on intelligent and eco-friendly manufacturing solutions. The company aims to deliver "ONE-STOP" high-quality

systems and equipment for dyehouses, enhancing production efficiency and environmental sustainability.

### Among the key products being showcased are:

#### **SmartCentre Central Computer System:**

This innovative system connects FONG'S, GOLLER, and MONFORTS dyeing and finishing products, integrating seamlessly with various ERP and MES systems. SmartCentre facilitates real-time machine operation management, enhances data feedback, and optimizes dyehouse performance through a centralized platform.

#### **Remote Operation & Maintenance System:**

Developed to provide intelligent after-sales service, this

system collects operational data from dyeing equipment, offering customers tailored maintenance suggestions through a mobile app or SMS. This proactive approach helps prevent faults and ensures optimal equipment performance.

### **SOFTWIN High Temperature Overflow Dyeing**

**Machine:** The SOFTWIN machine addresses common issues such as color crease and edge curling. Its innovative design allows for effective tension control, resulting in superior fabric quality. With energy-efficient features and ease of operation, it meets the growing demand for high-capacity dyeing solutions.

**DIPSAT N-I-T Chemical Applicator:** A core technology in GOLLER's Continuous desizing, scouring, and bleaching range, this applicator employs double-impregnation padding technology. This upgrade enhances chemical absorption in fabrics, significantly improving bleaching outcomes while minimizing chemical usage and production costs.

**MONFONGS 928 TwinAir Stenter Frame Range:** Launched in 2023, this stenter frame range is designed for energy efficiency and high performance. Equipped with the advanced Mastermind 700 control system and permanent magnet synchronous motors, it offers improved temperature control and reduced energy consumption.



**Photo:** SOFTWIN High temperature overflow dyeing machine.



ITMA ASIA + CITME 2024

Hall H5

Booth C09



**Photo:** ACIMIT presence ITMA ASIA + CITME 2022 (Shanghai, 19-23 November 2023), © ACIMIT

## ACIMIT & ITA showcase italian textile machinery innovations at ITMA ASIA + CITME 2024

The Italian textile machinery industry is set to make a significant impact at the upcoming ITMA ASIA + CITME 2024, scheduled for October 14 to 18 in Shanghai. Approximately 50 Italian companies will exhibit their latest innovations within an impressive 1,400 square meters of exhibition space, reinforcing Italy's position as one of the top exhibiting countries at the event. This year, 29 Italian exhibitors will present their technologies under the National Sector Groups, organized by

ACIMIT (Association of Italian Textile Machinery Manufacturers) and the Italian Trade Agency.

ITMA ASIA + CITME serves as a pivotal platform for textile machinery manufacturers, capturing over 50% of global exports. China, as the world's largest market for textile machinery, imported machinery valued at approximately 2.6 billion euros in 2023. The Chinese market remains a vital destination for Italian manufacturers, with sales reaching 222 million euros last

year. Notably, exports to China surged by 38% in the first half of 2024.

ACIMIT President Marco Salvadè expressed optimism about the Chinese market's recovery, stating it may signal a broader uptick in global demand for machinery. He emphasized that Italian manufacturers are now focused on developing solutions that enhance sustainability and reduce production costs, meeting the demands of both brands and consumers.

Among the exhibitors are renowned companies such as ARIMO, BELLINI, BIANCALANI, BIANCO, BIELLA SHRUNK PROCESS, BIGAGLI, BIOTTI CARD CLOTHING, BONINO CARDING, BRAZZOLI, B TSR, CEIA, COMOLI, CORMATEX, CROSTA, DETTIN,

DOTECO, ELATECH, FADIS, FERRARO, FLAINOX, GAUDINO, GEFRAN, ITEMA, ITG CHINA, KARL MAYER ROTAL, LAFER, LAMIFLEX, LAWER, MCS, MESDAN, MS PRINTING, MVV GEAR PUMPS, NOSEDA, NUOVA COSMATEX, PIOVAN, PROSINO, PUGI, RIELLO, ROJ, SALVADE', SAV, SAVIO, SCHOCH, SIMET, SINTEC TEXTILE, SIT, SMIT, SPEROTTO RIMAR, TECNORAMA, TMT CIMI, UNITECH INDUSTRIES, and ZONCO. Many of these companies are members of ACIMIT, highlighting the strength and innovation of the Italian textile machinery sector.



Photo: SPINNOVA® fiber

## Greener future ahead: Spinnova's innovative eco-friendly fibers enter bangladeshi market with SAS enterprise

As the global textile industry grapples with environmental challenges, innovative solutions are emerging to pave the way for a sustainable future. One such trailblazer is Spinnova, a Finnish company revolutionizing textile production with its innovative technology. Spinnova is set to make a significant impact on the industry and the environment.

Spinnova has developed a groundbreaking technology that transforms wood pulp and waste materials into textile fibers without the use of harmful chemicals. This process has low emissions and water usage and

is also highly efficient. The resulting SPINNOVA® fiber can be used in a variety of applications, from clothing to accessories, offering a sustainable alternative to traditional fibers like cotton.

The SPINNOVA® fiber is versatile and has been utilized by major apparel companies such as Adidas, H&M, and Marimekko. It can be found in products ranging from trousers and parka jackets to mid-layer hoodies and printed items. The fiber's unique properties make it suitable for various textile applications, ensuring durability and comfort while maintaining sustainability.

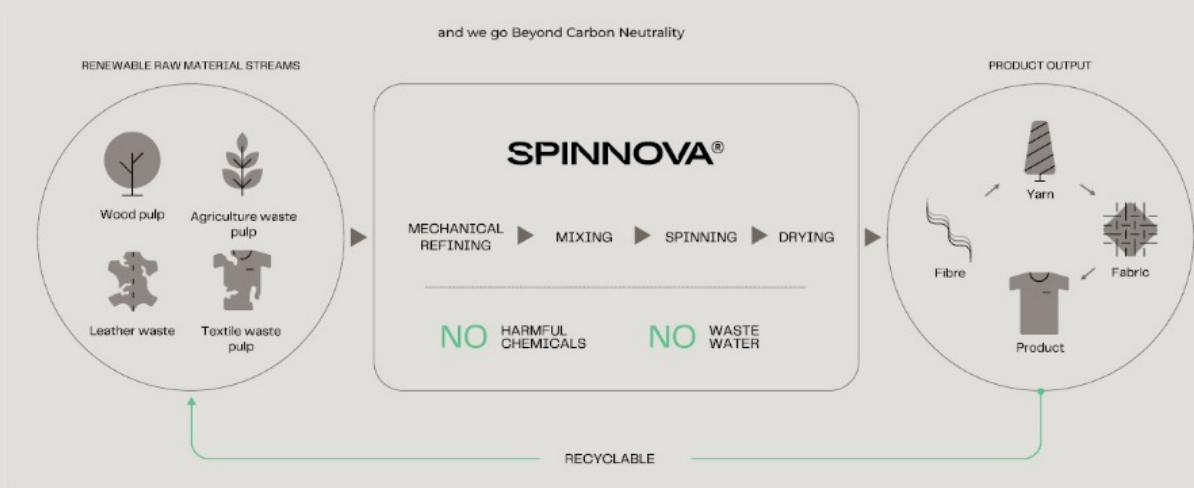




# SPINNOVA®

SPINNOVA® is blended with other preferred fibers, and maintains the look and feel that consumers love

SPINNOVA® fibres can be processed with innovative and traditional methods. Properties of the fibres are comparable to other natural cellulosic fibres. SPINNOVA® fibres are soft on the hand, breathable with hand-feel comparable to cotton.



\*Figures are third-party life-cycle assessments for SPINNOVA® fibre made from eucalyptus wood pulp and compared to conventional cotton, which values are global averages from external databases. The figures include raw material supply, transportation of raw materials, and manufacturing of the product (cradle-to-gate).

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## Properties of SPINNOVA® Fiber

SPINNOVA® fiber is renowned for its unique and sustainable properties, making it a game-changer in the textile industry. Here are some key characteristics:

- **Natural and Biodegradable:**

SPINNOVA® fibre is made from renewable raw materials like wood pulp and agricultural waste.

- **Recyclable:** The fiber can be recycled multiple times without losing its quality, promoting a circular economy. This means that products made from SPINNOVA® can be reused and repurposed, reducing waste.

- **No Harmful Chemicals:** The production process of SPINNOVA® fiber does not involve harmful chemicals or solvents. This is in stark contrast to traditional textile manufacturing, which often relies on toxic substances.

- **Low Environmental Impact:** The production of SPINNOVA® fiber uses significantly less water and energy compared to conventional fibers like cotton. It also produces minimal CO<sub>2</sub> emissions, making it a highly sustainable option.

- **Versatility:** SPINNOVA® fiber can be used in a wide range of textile applications, from clothing and accessories to insulation and composites. It has been successfully integrated into products by major brands such as Adidas, H&M, and Marimekko.

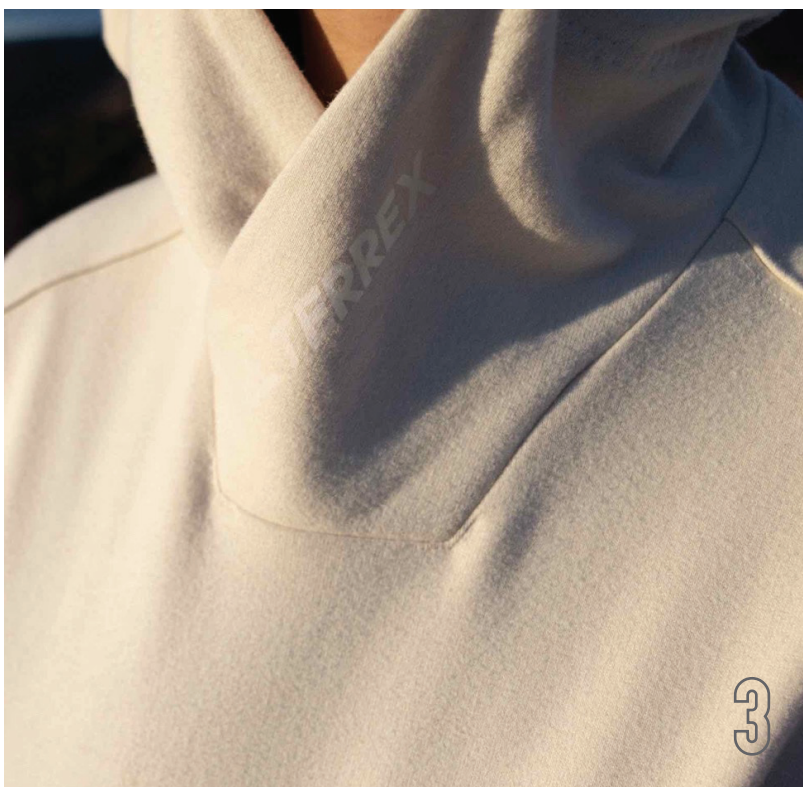
- **Comparable to Natural Fibers:** The look and feel of SPINNOVA® fiber are similar to natural cellulosic fibers like cotton and linen. It offers comparable durability and comfort, making it an excellent alternative for various textile products.

## SAS Enterprise (Sister concern of Aziz Group),

is bringing Spinnova's innovative technology to the Bangladeshi market. Headquartered in Dhaka, SAS Enterprise (Sister concern of Aziz Group) has a long-standing commitment to sustainability and innovation. The company offers a diversified portfolio of ecologically safe chemicals, dyes, state-of-the-art machinery, and customer-oriented services. By partnering with Spinnova, SAS Enterprise (Sister concern of Aziz Group) aims to enhance the sustainability of the Bangladeshi textile industry and meet international compliance standards.

Bangladesh, a major player in the global textile market, faces increasing pressure to adopt sustainable practices. Spinnova's entry into this market, facilitated by SAS Enterprise (Sister concern of Aziz Group), presents a unique opportunity for the industry to embrace eco-friendly technologies. By integrating SPINNOVA® fibers into their production lines, Bangladeshi textile manufacturers can reduce their environmental impact and meet the growing demand for sustainable products.

Adopting Spinnova's technology can also bring economic and social benefits to



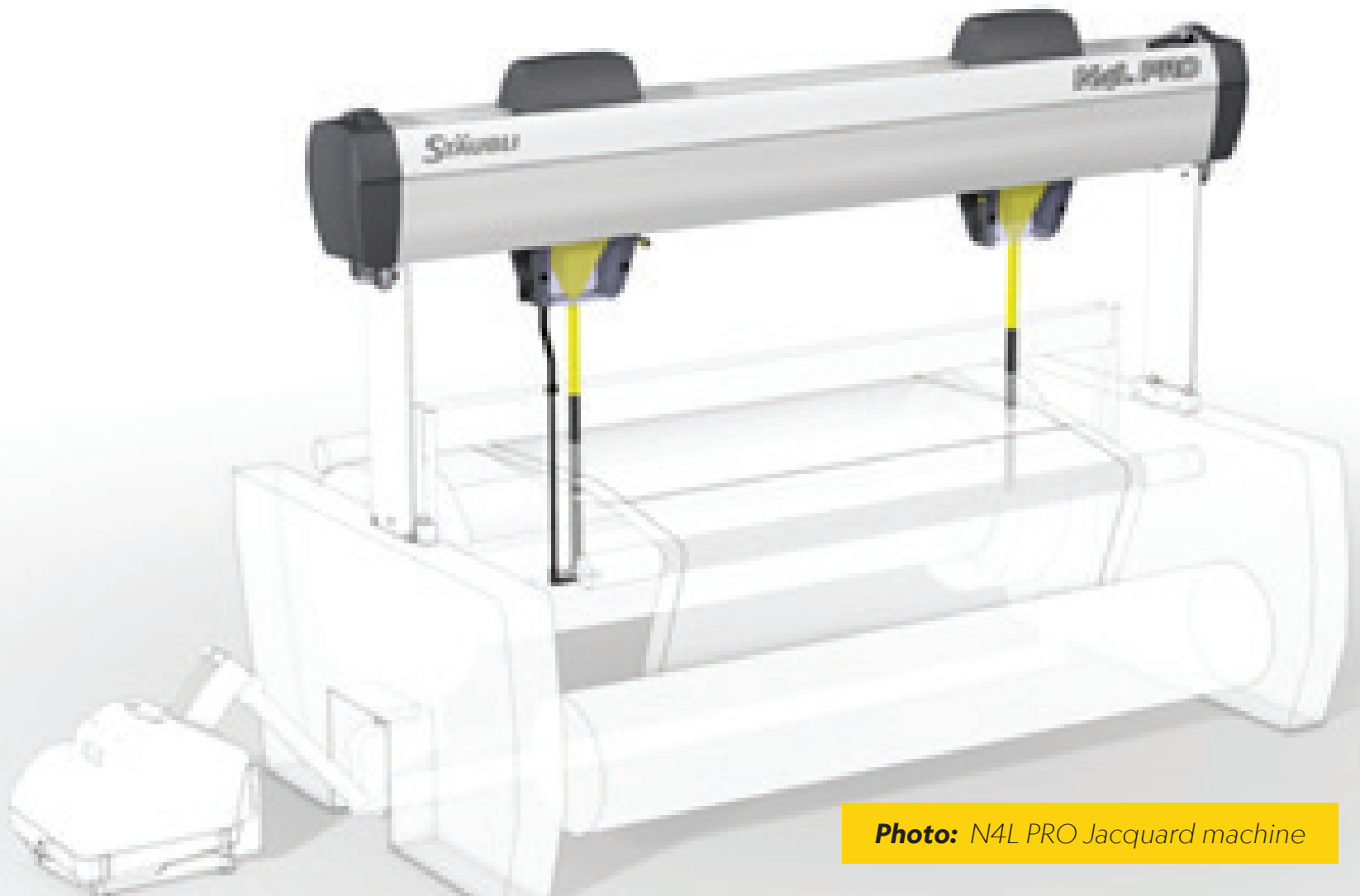
**Photo:** Brands are using spinnova fibre made fabric, 1. BESTSELLER, 2. Marimekko, 3. adidas, 4. H& M Group.

Bangladesh. The use of locally sourced waste materials for fiber production can create new supply chains and job opportunities. Moreover, the shift towards sustainable practices can enhance the global reputation of Bangladeshi textiles, attracting environmentally conscious consumers and investors.

Spinnova’s innovative approach to textile production offers a promising

path towards sustainability. Its entry into the Bangladeshi market, supported by SAS Enterprise (Sister concern of Aziz Group), is not just a business expansion but a step towards a greener future for the textile industry. By embracing Spinnova’s technology, Bangladesh can lead the way in sustainable textile manufacturing, benefiting both the environment and the economy.

**SAS Enterprise will be arranging a seminar on Spinnova on 30 October 2024 at Aziz Convention Hall, 240 Tejgaon C/A, Dhaka-1208, Bangladesh. For registration, contact [info@rhcorpbd.com](mailto:info@rhcorpbd.com)**



**Photo:** N4L PRO Jacquard machine

# Enhancing weaving efficiency with ‘Stäubli N4L PRO Jacquard Machine’

■ **Md. Shakib Hossain Khan**

The Stäubli N4L PRO Jacquard machine marks a significant advancement in textile manufacturing, delivering exceptional accuracy and speed for weaving intricate labels and logos along fabric selvages. With cutting-edge features, the N4L PRO boosts production efficiency and sets a new benchmark in woven textiles.

## Key Features and Innovations

One of the key elements of this machine is the TC8N controller, a system aligned with Industry 4.0 standards. This controller facilitates real-

time data transmission and seamless integration with automated production processes. The digital connectivity enhances production precision and enables remote monitoring and management, making it an invaluable tool for smart manufacturing environments. The machine is also equipped with the MX PRO module, which ensures optimal performance in the Jacquard system, allowing reliable hook selection across a variety of fabrics. Its advanced electromagnet design promotes precision, while

the compact and maintenance-free structure increases operational efficiency by minimizing downtime. With energy-efficient capabilities and high-quality construction, the MX PRO delivers long-term reliability without compromising on speed or output quality, positioning the N4L PRO as a leading choice in fabric weaving technology.

Operating at high speeds while maintaining precise control, the N4L PRO minimizes defects and enhances product quality. Its compact design is ideal for manufacturers with limited space, while its robust build ensures durability and dimensional stability, resulting in reduced maintenance costs and less machine downtime.

### Applications and Benefits

The N4L PRO is ideal for high-end textile production, particularly for weaving intricate designs, logos, or labels directly onto fabric. Its precision in handling detailed patterns makes it perfect for producing branded

**STÄUBLI**



ITMA ASIA + CITME 2024

Hall 3

Booth D09

textiles or decorative fabrics. When compared to traditional Jacquard machines, the N4L PRO offers quicker production cycles, improved reliability, and less material waste, contributing to increased profitability for textile businesses.

Stäubli has been a pioneer in the development of textile machinery for more than 130 years. The company's emphasis on innovation and quality has continuously raised the bar for the textile sector. Another example of Stäubli's dedication to offering cutting-edge equipment that supports producers in being successful in a field that is evolving quickly is the N4L PRO.

In addition to streamlining production processes, the N4L PRO offers the flexibility and efficiency needed to enhance long-term business profitability.

**Photo:** Electromagnetic MX PRO module



## KARL MAYER GROUP to showcase warp & flat knitting innovations at ITMA Asia + CITME 2024

Under the theme “Master the Change,” the KARL MAYER GROUP will present its latest innovations from brands KARL MAYER, STOLL, and KM.ON at ITMA Asia + CITME 2024, taking place from October 14-18 at the Shanghai National Exhibition and Convention Center (Hall 4, Stand C27). The global textile industry is evolving rapidly, and KARL MAYER aims to help businesses navigate challenges through advanced mechanical, digital, and textile solutions.

Visitors to the KARL MAYER stand will witness groundbreaking developments in warp knitting and flat knitting technology. One key highlight is the **HKS 2-S warp knitting machine in gauge E 44**, which is designed to produce fine, lightweight, and dense textiles with high efficiency. The machine is ideal for outdoor fashion, sun protection clothing, and other applications that require high breathability and UVA protection.

The warp knitting showcase also includes textiles for sportswear, especially targeting the yoga apparel market. These fabrics offer comfort, elasticity, and sustainability, combining fashionable designs

with practical features. KARL MAYER will further demonstrate warp-knitted shoe textiles from the **HKS 3-M ON PLUS and spacer fabrics** that serve various industries, including car seat upholstery and mattresses.

In addition to warp knitting, STOLL will unveil innovations for the flat knitting market, emphasizing flexibility, speed, and cost-effectiveness. Exhibits include the **CMS 703 ki knit and wear**, capable of producing fully fashioned products efficiently, and the CMS 503 ki L, known for its versatility in creating a wide range of full-fashion applications. STOLL’s ADF 530-32 ki FLEX will also showcase its ability to produce various garment types, from dresses to upholstery fabrics, thanks to its innovative comb gap control system.

KARL MAYER will also feature advanced digital solutions through KM.ON, with innovations like Digital Production Management (DPM) for real-time monitoring of warp knitting operations and the Quality Monitoring System (QMS), an AI-powered tool for quality management.





## Google Shopping introduces AI-driven virtual try-ons for dresses

Google Shopping is elevating the online shopping experience with its latest AI-powered virtual try-on feature expansion. On September 6, 2024, Google announced the addition of dresses to the tool, allowing users in the U.S. to virtually try on select items from a growing list of brands. The feature, which previously supported tops, now caters to one of the platform’s most-searched categories—dresses.

This update comes just in time for New York Fashion Week, with the platform partnering with fashion label Simkhai. As part of the collaboration, Simkhai’s dresses will be available for virtual try-ons and pre-orders following the brand’s September 7 runway show.

Google’s generative AI enhances this feature by showcasing how dresses look

on a diverse range of models, with sizes ranging from XXS to XXXL. Shoppers can select a model that closely matches their body type to get a more realistic view of the garment before purchasing it through a retailer’s website.

Since its initial launch, Google’s virtual try-on tool has been adopted by a growing number of brands. Early participants, including Anthropologie, Everlane, and H&M, have now been joined by brands like Boden, Staud, Sandro, and Maje.

The company’s AI-driven shopping solution is proving to be a game-changer. According to Google, virtual try-on images receive 60% more high-quality views, and shoppers are more likely to engage with a brand’s website after using the tool.

# Zimmer Austria's Excellence in Efficient, Cost-Effective & Energy-Saving Machinery

■ TexSPACE Today's Europe Correspondent



In the global textile printing industry, sustainability is becoming increasingly important. Sustainability is also a key consideration for Austria based machinery manufacturer Zimmer Austria's regular innovation. It serves the market needs with cost-effective, and energy-saving machinery.

From Idea to Innovation - Zimmer's Klagenfurt Competence Centre has shaped the market with pioneering innovations and revolutionary technologies. In today's century of digitization and industry 4.0, ZIMMER AUSTRIA has the required know-how, the global business partner network, and the profound technologies to cope with the market needs of cost-effectiveness, quality, and flexibility. Therefore, Zimmer Austria is the ideal and most competent partner for the

complete printing & coating process.

The company is committed to sustainability throughout its operations, from manufacturing machinery to developing eco-friendly printing, coating, and finishing technologies. The company prioritizes water and energy conservation and strives to minimize its environmental impact through reduced chemical use. These sustainable practices are key drivers of Zimmer Austria's market success.

Recently, Zimmer's Managing Director, Horst Ros, and Rupert Lerchner, Head of Engineering at the Klagenfurt plant shared exclusively to TexSPACE Today's Europe Correspondent, Md. Muddassir Rashid how the leading machinery manufacturer's cutting edge machinery is optimizing its customers' return on investment (RoI).





**Photo:** Zimmer Austria

Rupert Lerchner said, “When it comes to sustainability, we mainly focus on two main aspects of producing machines for our customers. The first key aspect is saving energy. For instance, our highly efficient dryer machine consumes very little energy in the water evaporation process. The second sustainability aspect is water and metal pollution. We have come up with a system, for cleaning the color pipes – we call it an Aqua cleaning system. In this system, we are using pressurized air with water in an automated system to clean the color pipes. With this technology, we can save up to 80% water compared to conventional machines.”

As for in-house sustainability measures, Rupert Lerchner added that the Klagenfurt plant installed around 500Kw photovoltaic power on the plant’s rooftop.”

In terms of RoI optimization, Rupert Lerchner said, “When it comes to optimization of RoI for our customers, there are many competitive advantages of Zimmer machines. Our high-efficiency dryers are optimized for

water evaporation and are able to cut down energy costs to a remarkable extent. On the other hand, our multi-purpose coating machine can handle diverse kinds of coating methods on the same machine. And customers can produce products for a wide range of markets.”

Moreover, Zimmer’s years of experience in printing technology, coupled with complete control over the entire manufacturing of its machines, ensure high quality and productivity, and lower operational and maintenance costs. Zimmer Austria is actively working on reducing the printing and ink costs which is the most critical component of the operational cost.

Zimmer Austria machines are constructed in such a way that the machines can be upgraded to the next level of technology on the existing platform by the clients. This safeguards that machines do not get outdated over a period of time and customers can also adapt to the newer technologies on the existing platforms.



**Photo:** Thermore Group's Invisiloft, Made with 100% recycled fibers from post-consumer PET bottles.

## Thermore launches PET-recycled invisiloft insulation for lightweight performance

Thermore Group has introduced Invisiloft, a groundbreaking insulation material that combines exceptional warmth with remarkable thinness, revolutionizing the design of technical garments. This innovative insulation is less bulky than traditional padding, making it ideal for high-performance sportswear and everyday outerwear.

Invisiloft's packable nature allows jackets and other garments to be easily stored in compact spaces without sacrificing functionality. Made from 100% recycled fibers sourced from post-consumer PET bottles, Invisiloft caters to eco-conscious brands seeking high thermal performance while promoting

sustainability. The product is GRS (Global Recycled Standard) certified, ensuring its environmental integrity.

Available in four weights ranging from 100 to 200 grams per square meter, Invisiloft adapts to various design needs, addressing different climate and comfort requirements. Its compatibility with normal washing and dry cleaning ensures ease of maintenance and durability.

Founded in 1972 and headquartered in Milan, Thermore Group has a long-standing reputation for innovation in the apparel insulation sector. With the launch of Invisiloft, the company continues to push boundaries in lightweight, sustainable performance fabrics.



**Read more:** <https://www.texspacetoday.com/thermore...>



# Balena takes circularity to next level with BioCir<sup>®</sup> materials

Balena takes a significant leap in circularity with its BioCycling program, built around the innovative BioCir<sup>®</sup> material. This initiative ensures that products reach the end of their life responsibly through a biological recycling mechanism, decomposing fully and safely in industrial compost facilities without harming the environment. By partnering with a global network of compost facilities, Balena guarantees the full decomposition and return of the BioCir<sup>®</sup> material back to the soil, promoting a fully circular process.

Balena's BioCir<sup>®</sup> materials range from BioCirFlex—a durable, flexible thermoplastic elastomer for durable goods production

through injection molding and 3D printing—to BioCir<sup>®</sup>flex3D, which offers biodegradable, high-performance 3D printing options. Additionally, BioCir<sup>®</sup>x, a bio-based and biodegradable polymer derived through bacterial fermentation, replaces non-biodegradable petrochemical materials like PP and ABS in

consumer goods, supporting a sustainable future.



Read more: <https://www.texspacetoday.com/balena-takes...>





**Photo:** Sealy Australia and ANDRITZ teams in front of the 6-cylinder EXEL module

## Sealy Australia & ANDRITZ collaborate on recycled fiber based mattress production

Sealy Australia, a leading mattress manufacturer, has successfully launched a new ANDRITZ tearing line at its Brisbane facility, which is a significant step towards circularity. The cutting-edge technology enables Sealy to recycle post-consumer and post-industrial textile waste, significantly reducing reliance on virgin fiber feedstock in its production processes. Sealy Australia produces approximately 1,000 mattresses per day, and the new tearing line will enhance the sustainability of this output by integrating recycled fibers.

The ANDRITZ reXline tearing technology, recently commissioned, is versatile and efficient, processing up to 1,200 kg/h of cotton denim waste and 800 kg/h

of quilt waste. This flexibility is made possible by the 6-cylinder Exel module, which allows seamless switching between different types of textile waste. The tearing line complements Sealy's existing ANDRITZ airfelt line, which has operated since 2008, creating a comprehensive recycling system at the Brisbane plant.

Shaun Guest, Fiber Plant Factory Manager at Sealy Australia, expressed his satisfaction with the collaboration, stating, "With our new line, we are taking a significant step towards circularity by making new mattresses from textile waste that would otherwise be burnt or landfilled." He praised ANDRITZ as the ideal partner for supporting Sealy's ambitious sustainability projects.



## TESTEX introduced TESTEX CIRCULARITY label to foster circular economy

On September 25, 2024, TESTEX introduced the new TESTEX CIRCULARITY Label, a pioneering initiative designed to foster a circular economy within the textile industry. This label focuses on extending the lifecycle of garments by emphasizing durability, repairability, and recyclability, empowering brands and manufacturers to adopt more sustainable practices.

The TESTEX CIRCULARITY Label is rooted in the principles of the circular economy, which aims to minimize waste and maximize the lifespan of textiles through responsible design, production, and consumption. By encouraging the reuse, repair, and recycling of garments, this initiative helps to reduce the environmental impact of the fashion industry.

Key benefits of the TESTEX CIRCULARITY Label include:

**Durability:** Products are designed for longevity, reducing the need for frequent replacements.

**Repairability:** Garments are crafted to be easily repairable, extending their usable life.

**Recyclability:** Materials can be repurposed at the end of a garment's life, minimizing waste.

The label is suitable for brands looking to align their products with circular economy principles and manufacturers aiming to meet the highest sustainability standards. By adopting the TESTEX CIRCULARITY Label, companies can contribute to a more responsible and sustainable future in fashion.



**Read more:** <https://www.texspacetoday.com/testex-introduced...>



## H&M Foundation expands india waste picking initiative with \$11M boost

The H&M Foundation has announced an \$11 million expansion of its Saamuhika Shakti initiative in India, aimed at improving the livelihoods of informal waste pickers and promoting sustainable fashion. The initiative's second phase, running until 2026, introduces new partners such as Sparsha and Udhyam Learning Foundation, focusing on supporting the children of waste pickers and aiding micro-entrepreneurs. BBC Media Action will continue to raise awareness about the significance of waste picking, enhancing the dignity and pride of those in the profession.

A major focus of this phase is textile waste management, with plans to train

waste pickers as textile entrepreneurs or sorters. By collaborating with the Circular Apparel Innovation Factory and Enviu, the project aims to divert hundreds of thousands of tonnes of textile waste from landfills, creating formal job opportunities and increasing income for waste pickers.

The initiative has already achieved notable success, including the creation of 152 million buttons from post-consumer PET waste. This expansion underscores the H&M Foundation's commitment to sustainable fashion and social responsibility, offering a model for shifting the industry towards a circular economy while supporting marginalized workers.



# CLINTON GLOBAL INITIATIVE

— 2024 COMMITMENT-MAKER —

## Accelerating Circularity commits to transforming textile waste at **CGI 2024**

Accelerating Circularity, a nonprofit focused on transforming the textile industry through sustainable practices, has announced a significant commitment at the 2024 Clinton Global Initiative Annual Meeting. Titled “Building Circular Systems,” the initiative aims to reduce textile waste by creating scalable systems that repurpose and reuse materials continuously, rather than simply recycling them once. With 92 million tons of textiles ending up in landfills annually, this approach seeks to minimize environmental impact and conserve natural resources.

The commitment includes three key initiatives: building a market for

recycled textiles by collaborating with industry partners to recycle 325 tons of materials, developing a mapping tool to streamline the recycling process, and creating educational resources to promote responsible textile disposal and recycling. The goal is to establish circular systems that extend the life of textiles, reducing the need for virgin resources and cutting down on waste.

Accelerating Circularity’s work has already led to the development of products available at major retailers like Target and Walmart, and this new initiative, set to be completed by March 2026, will further drive the adoption of circular practices in the textile industry.

## Steve Madden launches take-back program with Trashie, offering e-commerce credit



Steve Madden has launched a new recycling and take-back program in partnership with circular fashion platform Trashie. Through the initiative, customers can purchase a Trashie Take Back Bag for \$20, fill it with old clothes and shoes from any brand, and send it to Trashie's recycling facility using a prepaid shipping label. In return, customers receive a \$25 credit to use on Steve Madden's e-commerce platform.

The partnership aims to reduce waste by encouraging customers to responsibly recycle their old apparel and footwear. Each item sent to Trashie is evaluated and sorted based on its condition and material, with eligible items either reused, downcycled, or

*"As we look to 2024 and beyond, sustainability is a key focus for us. This partnership with Trashie is an important step in managing the lifecycle of our products,"*

### **Gregg Meyer**

*Steve Madden's Chief Sustainability Officer*

repurposed for fiber-to-fiber recycling. According to Trashie, up to 95% of the items are kept out of landfills.

Steve Madden also operates its in-house resale platform, Re-Booted, allowing customers to sell used items for store credit, further supporting its sustainability goals.



## Nike appoints Elliott Hill as new CEO amid DTC strategy shifts



Nike announced Elliott Hill as its new CEO, effective October 14, 2024, following John Donahoe's retirement. Hill, a seasoned executive who served as Nike's president of consumer and marketplace before retiring in 2020, brings over three decades of experience to the role. He will also join the company's board of directors.

The leadership change comes at a crucial time for Nike, which has faced challenges from its direct-to-consumer (DTC) strategy. Under Donahoe's leadership, Nike emphasized its DTC model, but recent performance struggles and a 2% drop in revenue prompted a strategic pivot toward balancing DTC with wholesale

partnerships.

Hill's return is seen as an opportunity to rejuvenate the brand. Known for his deep understanding of Nike's culture and global markets, Hill aims to drive bold product innovation and reignite the company's competitive edge. "I'm ready to help lead Nike to an even brighter future," Hill said, expressing his commitment to fostering new partnerships and delivering innovative products.

Nike's leadership shift marks an important moment as the company seeks to refine its strategy and maintain its position as a leader in the sportswear industry.

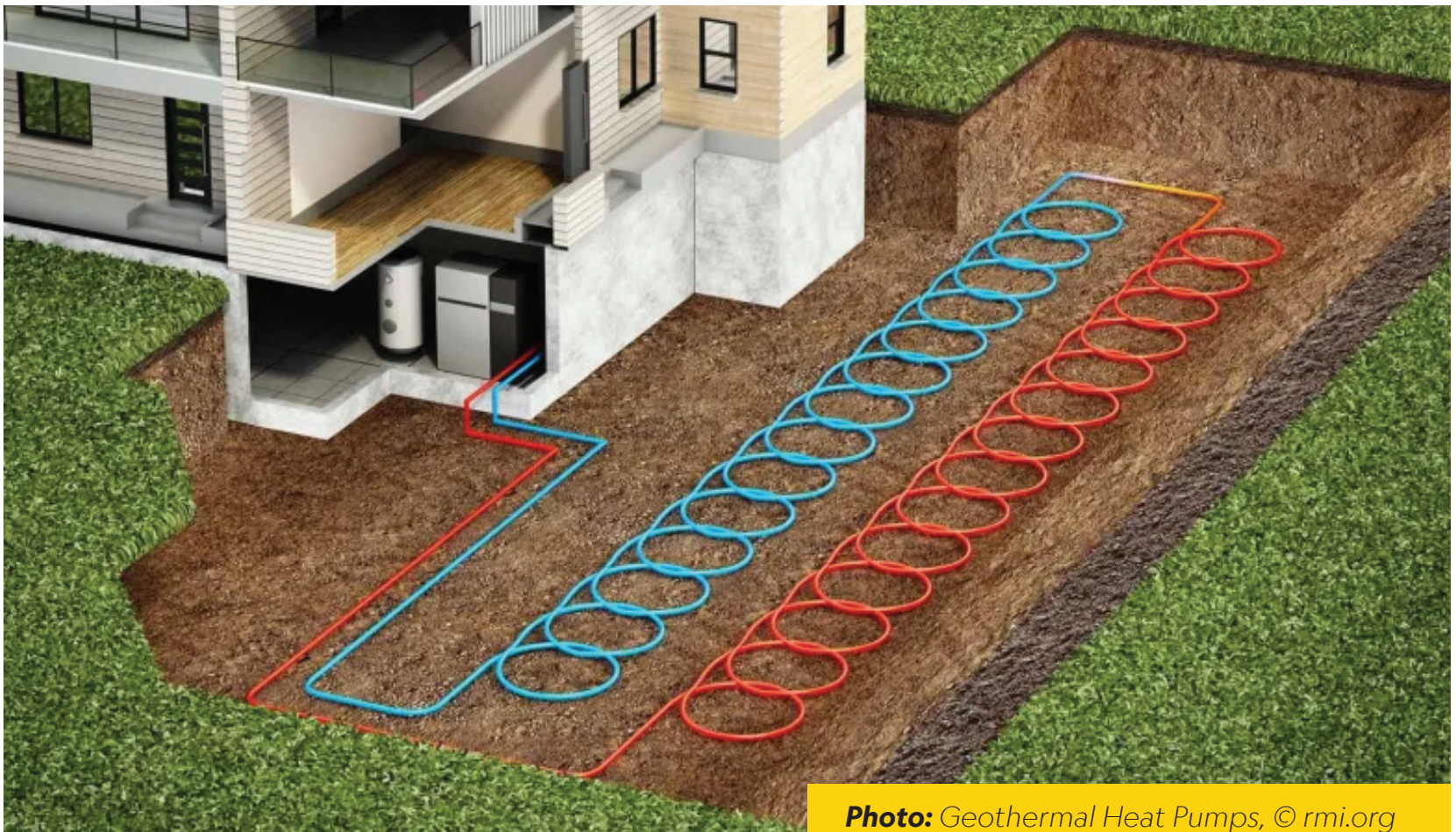


Photo: Geothermal Heat Pumps, © rmi.org

## Sustainable cooling strategies for T&A factories in tropical regions

■ Arif Hossain

The rising global temperatures, driven by climate change, are a growing concern for many industries, including textiles, apparel, and garments, particularly in regions like Bangladesh, India, Nigeria, Brazil, Pakistan, Egypt, and Algeria. As heatwaves become more frequent and intense, factories must address the dual challenge of maintaining worker safety and improving energy efficiency. The textile industry, which already consumes vast amounts of energy for production processes, can find innovative ways to repurpose external heat to cool down internal environments, turning a potential problem into a sustainable solution.

### The Global Heat Challenge

According to the Intergovernmental Panel on Climate Change (IPCC), global temperatures are set to rise by 1.5°C to 2°C by the end of this century if significant measures are not taken. The impact of this rise will be disproportionately felt in tropical and subtropical countries, many of which host key textile manufacturing hubs. For instance, Bangladesh and India are already facing extreme heat conditions, where daily temperatures during summer can exceed 40°C. This intensifies the need for efficient cooling solutions to safeguard workers' health and ensure uninterrupted production.

## Energy Demands of the Textile Industry

The textile and garment industries are among the most energy-intensive sectors, with significant energy required for weaving, dyeing, drying, and finishing processes. A large portion of this energy is traditionally derived from non-renewable sources, further contributing to global carbon emissions. In tropical countries, where cooling systems are needed almost year-round, the industry's energy consumption is even higher. This makes energy optimization not only essential for sustainability but also for cost-effectiveness.

### The Role of Passive and Active Cooling Systems

One approach to addressing the increasing external heat is through passive and active cooling systems. Passive cooling refers to the use of design and architectural strategies to cool buildings without consuming energy, while active cooling requires the use of mechanical systems to regulate indoor temperatures.

Cooling Design	Description	Examples/Benefits
<b>Passive Cooling Designs</b>		
Heat-Reflective Roofs & Walls	Reflective materials and coatings reduce solar radiation absorption.	Reduced rooftop temperatures by 5°C in Bangladesh, cutting air conditioning energy demand by 15%.
Green Roofing	Vegetation-covered roofs provide natural insulation by absorbing sunlight.	Lowered indoor temperatures by up to 8°C in Brazil and India during extreme heat conditions.
Natural Ventilation & Shading	Cross-ventilation designs and shading devices (louvers, blinds) minimize heat buildup inside.	Reduced reliance on mechanical cooling by enhancing airflow and minimizing direct sunlight exposure.
<b>Active Cooling Designs</b>		
Solar-Powered Air Conditioning	Solar energy powers conventional air conditioning systems.	Reduced electricity consumption for cooling by 30%-50% in South Asia and sub-Saharan Africa.
Geothermal Cooling	Geothermal heat pumps transfer heat between buildings and the ground.	Cut cooling costs by up to 40% in textile factories in India and Brazil.
Thermal Energy Storage (TES)	Excess heat is stored during the day and released at night for cooling.	Used in textile factories in Pakistan for efficient energy management and cooling processes.
Waste Heat Recovery Systems (WHRS)	Waste heat from production is captured and reused to power absorption chillers for cooling.	Implemented in Indian factories, reducing cooling needs and cutting energy costs.

## **Waste Heat Recovery: Turning External Heat into an Asset**

In textile factories, waste heat from processes such as drying and steaming can be captured and reused. This can be integrated into cooling systems to reduce overall energy consumption. Waste heat recovery systems (WHRS) use the excess heat generated by production processes to run absorption chillers, which in turn cool down indoor environments.

For instance, the National Textile Corporation in India has implemented waste heat recovery systems that capture the heat generated from boilers and reuse it for other energy-intensive processes. This not only reduces the factory's cooling needs but also cuts down on its energy bills, promoting sustainability.

## **Advanced Materials and Technologies**

Another avenue to explore is the use of advanced building materials. In Algeria and Egypt, research is being conducted on phase-change materials (PCMs) that absorb and release heat during phase transitions, such as from solid to liquid. When integrated into walls, roofs, or even fabrics, these materials can reduce indoor temperatures by absorbing excess heat during the day and releasing it at night. This could be a game-changer for the textile industry, particularly in regions facing extreme heat.

## **Leveraging Data for Smart Cooling**

As industries embrace digital

transformation, textile factories can integrate smart systems to optimize cooling based on real-time data. For example, sensors can monitor internal and external temperatures, adjusting cooling systems accordingly. In a study conducted by GlobalData in 2022, smart cooling systems in textile factories in India and Brazil resulted in energy savings of up to 25%. By automating cooling processes and optimizing energy use, factories can maintain comfortable working environments while minimizing energy consumption.

## **Conclusion: A Path Forward for the Textile Industry**

The rising global temperatures pose a significant challenge for the textile, apparel, and garment industry in tropical and subtropical regions. However, by adopting innovative cooling solutions such as passive cooling designs, solar-powered air conditioning, waste heat recovery, and smart technologies, factories can not only mitigate the effects of external heat but also improve energy efficiency and sustainability.

As the textile industry evolves, integrating these solutions will be crucial for maintaining productivity, ensuring worker safety, and contributing to the global fight against climate change. With the right investments and strategies, external heat can become an asset rather than a liability for textile manufacturing in high-temperature regions.



**Photo:** VORTEX 870 EX spinning machine by Muratec

# Muratec's VORTEX 870 EX offers energy-saving spinning solutions

The VORTEX 870 EX spinning machine by Muratec represents a significant leap in energy-efficient textile production. Specifically designed for producing VORTEX yarn, this machine achieves high productivity while consuming significantly less energy compared to traditional spinning technologies. With energy consumption reduced by approximately 20% and a smaller spatial footprint, the VORTEX 870 EX effectively meets the demands of modern sustainable manufacturing.

One of the standout features of the VORTEX 870 EX is its ability to generate high-quality yarns with minimal environmental impact. The machine's innovative spinning process

allows for a reduction in the use of raw materials and energy, supporting textile manufacturers in their efforts to adopt more eco-friendly practices.

Moreover, the VORTEX 870 EX is designed to be user-friendly, equipped with smart technology that streamlines operations and maintenance. This efficiency not only boosts production rates but also enhances the overall sustainability of textile manufacturing.

As the industry shifts towards greener practices, the VORTEX 870 EX stands out as a premier choice for manufacturers looking to optimize their processes without compromising on quality.



**Photo:** Imaginary futuristic, modern textile factory, generated by AI

## Energy Efficient machinery is a must to survive in the current industry scenario

■ M A Mohiemen Tanim

In today's rapidly evolving textile and apparel industry, energy efficiency is not just a trend but a necessity. The global textile sector, responsible for over 10% of total carbon emissions, is under immense pressure to align with sustainability goals. As energy costs rise and the demand for more sustainable practices grows, adopting energy-efficient machinery becomes indispensable. The ability to survive and thrive in this competitive landscape depends on how quickly manufacturers adapt to the latest technological

advancements that minimize energy consumption.

### Textile Industry's Energy Footprint

Globally, the textile industry is one of the most energy-intensive industries, using vast amounts of electricity, thermal energy, and fuel at various stages of production, including fiber preparation, spinning, weaving, knitting, dyeing, and finishing. Energy consumption in textile mills is substantial, with approximately **75% of the energy consumed for heat generation** in processes like dyeing

and drying, and the remaining 25% for electricity in operations like spinning and weaving.

According to the International Energy Agency (IEA), the sector consumes **1.07 exajoules of energy annually**, contributing significantly to CO<sub>2</sub> emissions. Moreover, a report from the World Bank states that **20% of global industrial water pollution** comes from textile dyeing and treatment.

Energy cost is also a significant factor for businesses. A study by the European Commission reveals that **energy costs constitute 15-20% of total production costs** in the textile sector. With energy prices surging globally, manufacturers are feeling the pressure to reduce operational costs. Without energy-efficient machinery, many businesses may not survive this tightening cost structure.

### **Drivers of Energy Efficiency in the Textile Industry**

Several key factors drive the shift toward energy-efficient machinery in textiles:

**Cost Reduction:** With energy prices rising worldwide, energy-efficient machinery allows companies to cut operational costs. **A 10% reduction in energy usage** can lead to substantial savings in production costs.

**Regulatory Pressure:** Governments and international organizations are enacting stricter environmental regulations to reduce greenhouse gas emissions. For example, the European Union has set a

target to reduce emissions by **55% by 2030**, putting pressure on all industries to adopt greener technologies.

**Sustainability Commitments:** Major brands are increasingly committing to sustainability goals, compelling their supply chain partners to adopt environmentally friendly practices. Brands like H&M, Nike, and Zara have announced ambitious targets to reduce their carbon footprint, pushing textile producers to embrace energy-efficient solutions.

**Consumer Demand for Green Products:** McKinsey's report on sustainability reveals that 67% of consumers consider the use of sustainable materials an important factor when purchasing fashion products.

### **Latest Technologies for Energy Efficiency in the Textile Industry**

The need for energy efficiency has led to several groundbreaking innovations in machinery and production techniques.

#### **1. Heat Recovery Systems**

Heat recovery systems capture and reuse heat generated during textile processes, significantly reducing the need for additional fuel or electricity. In dyeing, for example, modern heat recovery units can save up to **30-40% of energy** by reusing exhaust heat to preheat water or air for subsequent processes.

#### **2. Energy-Efficient Dyeing Machines**

Dyeing is one of the most energy-

intensive processes in textile production. Traditional machines consume a significant amount of water, energy, and chemicals.

**Low-Liquor-Ratio Dyeing:** Machines like *THEN Airflow and Fongs ECODYE* use less water and energy, lowering the liquor ratio **to 1:3** or even **1:2**, compared to traditional machines with a ratio of **1:10**.

**Foam Dyeing:** This technique uses foam rather than water as a dye carrier, reducing energy consumption in drying by up to 50%.

**Data Insight:** The adoption of energy-efficient dyeing machines can lead to energy savings of **30-40%** and water savings **of 50%**.

### 3. Smart Air Compressors

Compressed air is widely used in textile mills, accounting for about **10% of total electricity** consumption. Smart air compressors equipped with variable speed drives (VSD) optimize energy consumption by adjusting air output based on real-time demand. This can reduce energy consumption by up to **35-50%** compared to traditional fixed-speed compressors.

### 4. Automation and AI-Driven Systems

The integration of automation and artificial intelligence (AI) into textile manufacturing allows machines to operate more efficiently. AI-driven systems optimize energy usage by analyzing data in real time, adjusting machine settings for maximum efficiency.

**Example:** Automation systems in spinning mills can automatically adjust spindle speed, reducing energy consumption **by 15-25%**.

### Data-Driven Impact of Energy-Efficient Technologies

#### Global Savings Potential

According to a report by the International Textile Manufacturers Federation (ITMF), if the global textile industry adopts energy-efficient machinery, the industry could potentially reduce its energy consumption by **20-30%**, translating into a reduction of **300 million** tons of CO<sub>2</sub> emissions annually. In terms of cost savings, this could result in an industry-wide reduction of **\$50-70 billion** annually in energy expenses.

#### Company-Level Impact

A Bangladeshi textile mill that upgraded its machinery to more energy-efficient models reported a **22%** reduction in energy consumption. This translated into annual savings of **approximately \$500,000**.

#### The Way Forward

To stay competitive and sustainable, textile manufacturers must prioritize the integration of energy-efficient machinery into their production lines. As both energy costs and environmental regulations tighten, those that do not adapt will struggle to survive. Energy-efficient machinery isn't just a strategic advantage—it is a necessity for survival in the global textile and apparel industry.





**Photo:** Swiss textile machinery showcasing their innovations in an exhibition.

## Swissmem highlights innovation at ITMA Asia + CITME 2024

Swissmem, the Swiss Textile Machinery Division, is set to showcase significantly impactful innovations at ITMA Asia + CITME 2024 in Shanghai. Known for their high-precision machinery, Swiss manufacturers will showcase cutting-edge innovations that highlight automation, sustainability, and digital transformation in textile production.

Key exhibitors include Stäubli, which will present advanced automation technologies for warp preparation and shedding solutions for high-speed weaving machines, alongside its renowned carpet weaving systems. Heberlein is set to feature

its air jet technology that optimizes yarn processing, enhancing quality and machine efficiency. Trützschler Switzerland, a leader in spinning technology, will introduce innovations aimed at increasing fiber preparation efficiency while minimizing waste. Ammeraal Beltech will also be a notable exhibitor, showcasing belting solutions to streamline textile production.

These Swiss firms are expected to lead the conversation on energy efficiency and sustainable production, reflecting global trends in reducing environmental impact while maintaining high productivity.

# Itema's Galileo Rapier: Eco-efficient weaving technology

Itema's GalileoRX Rapier Weaving Machine focuses on eco-efficiency and innovative design. This machine offers significant advancements in performance and sustainability. One of its standout features is the iSAVER®fancy system, which eliminates waste selvedge during weaving.

This technology not only minimizes raw material usage but also contributes to overall resource conservation, enhancing sustainability. The GalileoRX, designed specifically for the Asian market, enables superior fabric production while keeping environmental impact low. Its technological advancements provide textile manufacturers with the tools to operate more efficiently, reducing both material waste and energy consumption.

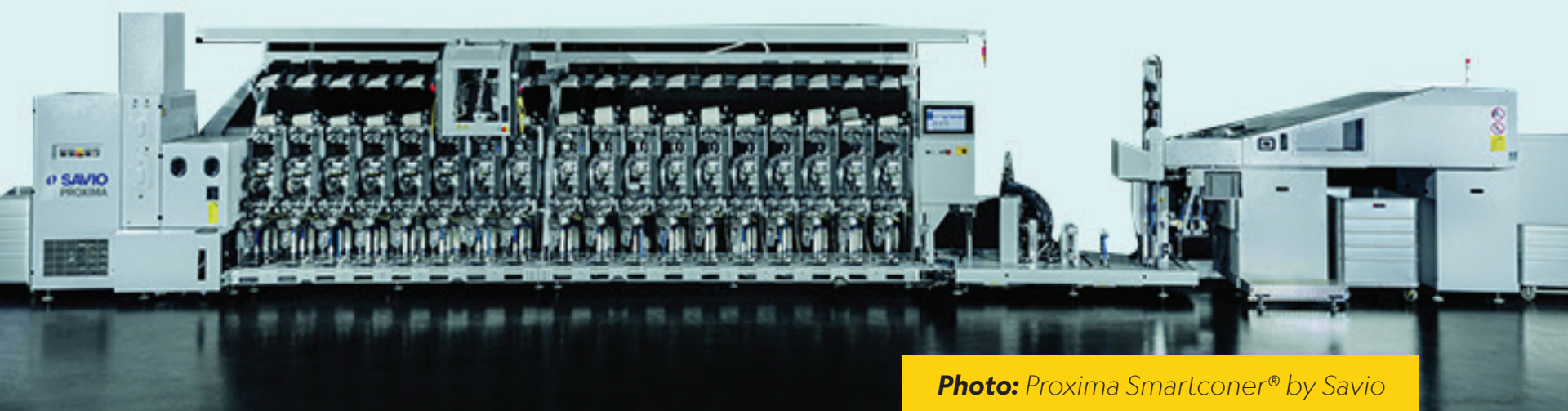
The machine's high versatility allows it to produce a wide range of fabrics with precision, making it suitable for various applications, including apparel and technical textiles. Additionally, its advanced technological features, such as a state-of-the-art machine console, enhance user experience and operational efficiency.



# Proxima Smartconer<sup>®</sup> delivers energy efficiency in textile production

Proxima Smartconer<sup>®</sup> by Savio is an advanced automatic winding machine that emphasizes both productivity and sustainability. One of the key features of this machine is its ability to adapt to Industry 4.0 requirements, offering connectivity with Industrial Internet of Things (IIoT) systems. What makes the Proxima Smartconer<sup>®</sup> stand out is its energy-efficient design, which significantly reduces power consumption while maintaining high-speed production.

The machine automates repetitive and labor-intensive tasks, improving operational efficiency. With its focus on yarn quality and reducing energy usage, the Proxima Smartconer<sup>®</sup> is a cutting-edge solution for textile manufacturers seeking sustainable technologies.



**Photo:** Proxima Smartconer<sup>®</sup> by Savio

A special initiative of **Textile Today Innovation Hub** to extensively cover



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**Address:** H/O: 47, Road 03, Sector 13,  
Uttara, Dhaka 1230, Bangladesh

**R/O:** Sonnwendgasse 30/2/11, 1100, Vienna, Austria