

## Taiwan's Textile Industry Associations Are to Show la Crème de la Crème at TITAS

For TITAS 2013, textile associations representing upper stream, mid-stream and lower-stream of the textile industry in Taiwan will each organize their members to present the latest innovative products and developments in order to provide the one-stop-for-all service TITAS is known for. These organizations are: Southern Taiwan Textile Research Alliance, Taiwan Garment Industry Association, Taiwan Spinners' Association, Taiwan Silk & Filament Weaving Industrial Association, Taiwan Weaving Industry Association, Taiwan Regional Association of Filament Fabrics Printing Dyeing & Finishing Industries, Taiwan Textile Printing Dyeing & Finishing Industry Association, Taiwan Knitting Industry Association, Taiwan Wool Textile Industrial Association, Taiwan Sweater Industry Association, Taiwan Hosiery Manufacturers' Association, Taiwan Glove Manufacturers Association, Taiwan Towel Industry Association, Taiwan Nonwoven Fabrics Industry Association, Taiwan Man-made Fiber Industries Association, Taiwan Technical Textiles Association, and MIT Underwear Innovation Alliance. Highlights include:

### Taiwan Garment Industry Association

The Taiwan Garment Industry Association aims to build up and promote a long-term brand image for Taiwan's garment industry. Under the leadership of Director General Walter Huang, the association has actively taken the role of promoter to consolidate the strengths of member manufacturers. TGIA strives to optimize the advantages and capability of Taiwan's garment industry in order to form an ideal garment value supply chain for the world market. At TITAS 2013, members MINKWOOD INTERNATIONAL, LIAN GARMENT ENTERPRISE, HO SING CLOTHING, MAKALOT INDUSTRIAL and TEXMA INTERNATIONAL will focus on fashion apparel by showcasing their latest collections, while DA AI TECHNOLOGY, HAPPY PLASTIC, WONDERFUL POWER, TEX-RAY INDUSTRIAL, EASTERN GARMENT and FENG SHYANG INDUSTRIAL will demonstrate Taiwan's design and production strength in leisure and high performance sportswear.

(Booth No.: M519a)

### Taiwan Silk & Filament Weaving Industrial Association, Taiwan Regional Association of Filament Fabrics Printing Dyeing & Finishing Industries and Taiwan Technical Textiles Association

To encourage the collaboration of different sectors in the textile chain and the formation of strategic alliances for the development of innovative products, Taiwan Silk & Filament Weaving Industrial Association, Taiwan Regional Association of Filament Fabric Printing, Dyeing and Finishing, and Taiwan Technical Textiles Association have organized the Taiwan Textile Trend as a TITAS side event. The forum provides a platform for the upper stream, mid-stream and lower stream sectors to showcase their latest developments and explore the potential applications and business opportunities. Activities include: (1) Display of new products and opinion exchanges (2) Presentations of new products.

(Booth No.: L1122)

### Taiwan Spinners' Association

Under the leadership of Director General Chun-Mao Chen, Taiwan Spinners' Association has organized a joint exhibition to highlight the unique features of Taiwan's spinning sector. Members participating at the joint exhibition include: SUN YARN TEXTILE, SANYUEH TEXTILE, TAH LEE TEXTILE, TAH TONG TEXTILE, TAH YAO TEXTILE, NESHIN SPINNING, TAI YUEN TEXTILE, TUNG HO TEXTILE, HOMER CHING ENTERPRISE, KOU LONG TEXTILE and LILONTEX. A multitude of fashion and functional yarns will illustrate spinners' capabilities to provide custom-made materials emphasizing features for comfort, health and protection with a diversity of looks.

(Booth No.: L629a)

### Taiwan Wool Textile Industrial Association

At TITAS 2013, the Taiwan Wool Textile Industrial Association will present excellent wool textiles developed by members ALL MAGIC SPORTS, GTM CORP., SAN SHING SPINNING, VICTORYTEX INTERNATIONAL, SEAWARD WOOL TEXTILE, JUEY HUANG ENTERPRISE, JENETEN ENTERPRISE, HANS GLOBAL TEXTILE, HANS GLOBAL TEXTILE (TAIWAN), and DJIC LIMITED. As a textile material, wool enjoys unique attributes irreplaceable by other fibers. In response to the versatile fashion trends and the need to expand into elevated marketplace, members of the Association have developed finer count, higher end yarn products, cool wool series in particular.

(Booth No.: L330)

### MIT Underwear Innovation Alliance

The Industrial Development Bureau, Ministry of Economic Affairs and Taiwan Textile Federation have consolidated the top manufacturers along Taiwan's underwear supply chain to form the MIT Underwear Innovation Alliance in 2009. Taiwan is well equipped with experienced manufacturers, exquisite works in embroidery, lace, prints, fabrics and most specifically, functional textiles. The Alliance serves as a platform to synergize all the advantages in the sector: fully integrated material resources; advanced IT technology, stable and high quality and innovative designs. To enhance the image of Taiwan's underwear products in the international marketplace, with the support of the Bureau of Foreign Trade, Ministry of Economic Affairs, the Alliance also participates regularly major international trade fairs.

(Booth No.: L814)



### Haglöfs continues cooperation with Taiwan

Haglöfs is a Swedish company that was founded in 1914 by Victor Haglöf and has become the largest supplier of outdoor equipment in all of Scandinavia. Haglöfs offers more than 500 products in the areas of hardware, clothing and footwear. Sales for 2012 reached SEK 690 million and the company has achieved an average growth of 9 percent over the last five

years. Haglöfs has been owned by ASICS Corporation since 2010. Jenny Spiik is a materials developer for Haglöfs and frequent visitor to Taiwan. This year was her first time to visit TITAS. She said that she was always on the lookout for new textiles and new technology. She was also excited to be at the show and was scheduled to meet with a barrage of suppliers.

### Vaude loves Taiwan for being green

Vaude is a German producer of mountain sports equipment. The company was founded in 1974 by Albrecht von Dewitz. Tents Product Manager Matthias Kimmerle returned to TITAS for the third time this year. He said that the company has a long history of working with Taiwanese suppliers. The first time happened at a trade show in Germany when the company placed an order

with Fengyi - the first order that Fengyi ever took from an outdoor company as it turns out. Kimmerle said that Taiwan's fabrics were among the best in the world, especially "green" fabrics which is a major focus point for Vaude. He said, "Taiwan fabric is great. The only area that could be improved is the price, which would require a more international supply chain."

### Red Fox looking for more partners at TITAS

Mikhail Semenov, a founding member and Production Director for RedFox returned for his fourth time to TITAS this year. RedFox Outdoor Equipment is the leading outdoor sporting goods manufacturer in Russia producing extreme weather outer garments, sleeping bags, backpacks and tents. RedFox has worked with Taiwanese companies for over a decade. Semenov feels that Taiwanese companies supply

fabrics that are good in quality, reasonably priced and have a rather wide selection of products. Not only does RedFox find their fabric suppliers in Taiwan, they also have longstanding partnerships with Taiwanese garments producers. Having the fabrics suppliers and garments partners both from Taiwan makes things quite a bit easier for him and his firm, Semenov said. He also added that this year he was hoping to find a new supplier.

### Adidas fond of Taiwan functional fabrics

Business Merchandiser Manager Sergio Rodrigues of Adidas Brazil made his first appearance at this year's TITAS. After a busy round of meetings on the first day, he was excited to see more of what the exhibition had to offer.

Rodrigues said that he came to the show to keep in touch with what the Taiwan market excelled at. "Adidas has strict guidelines and standards about suppliers.

We have a branch that makes supplier selections. My job is to know about the fabrics so I can best select what we want to use in Brazil from those suppliers."

Most of the fabrics sourced by Adidas from Taiwan are for outer wear, swimwear and training gear. Rodrigues said that he would keep his eyes open for new technologies and would definitely return the following year.



**TITAS**  
Taipei Innovative Textile Application Show  
**台北紡織展**  
October 15-17, 2014  
台北世界貿易中心·南港展覽館  
Taipei World Trade Center Nangang Exhibition Hall  
**See you next year!**





## Low Alpine UK Groundbreaking backpacks

Low Alpine makes technical backpacks, apparel, and accessories for extreme condition mountaineering, climbing, camping, and trekking. Their products are sold in stores worldwide and online. The company was founded in Colorado by climber Greg Lowe in 1967 and the company was owned by Italian investors as a unit of Aspen Ltd. until 2011. It was then acquired by Equip Outdoor Technologies, a private British company that sells products under the Rab, Podsacs, and Outdoor Designs brands.

Given Low Alpine's commitment to cutting-edge extreme sport backpacks, it is only natural that they would come to TITAS to get acquainted with the local industry's functional fabrics. Tom Eveleigh is a Senior Pack Designer at Low Alpine. This year was his first visit to Taiwan and the TITAS show. He

said that currently his company works with many Korean suppliers and has been very satisfied with their reliability and price.

He was decided to come to TITAS after being invited to look for new suppliers and new technology. "We are always looking for interesting and better technology. Actually, there are not many companies in Taiwan that make exactly what we are looking for. But the ones that are, I am very interested in."

Eveleigh said that in the past, he thought price was the main reason to deal with Taiwanese suppliers, but now Taiwan is not necessarily the cheapest option. He said that this was because of the advances Taiwan has made in technology and production. He said he would work with Taiwanese companies based on the quality of their offerings rather than just price.

## Burton builds snowboards and trust

Founded in 1977, Burton built the world's first snowboard factory and is the largest snowboard brand in the world. Burton is now a world leader in snowboards, snowboarding equipment, and apparel. It is the first choice for many of the world's top snowboarders, including Olympic champion Shaun White. The Burton employees use the products they develop and feel responsible for them. Burton products are now available worldwide in over 4,348 stores.

This is the first time Burton textile developers Margaret Liu and Ashish Ahlawat have been able to make their way to a TITAS show despite their familiarity with Taiwan textile suppliers. When asked why Burton liked to work with Taiwan manufacturers, Ahlawat said, "They have excellent service but the number one reason is trust.

With the Taiwanese companies we have worked with, we can trust that they will do what they say they will do. That is a difficult commodity to come by and is not the case everywhere in the world."

In addition to working with Taiwanese suppliers, Burton mostly sources textiles from China with a few special items from Japan, Korea and Europe. Ashish said that they were enjoying the show and loved seeing what new technology and textiles were available but had one piece of advice for exhibitors. "There are so many great products here, but I think the marketing and showmanship could use a bit of improvement. I would love to see more eye-catching and interactive booths. We always manage to find what we want, but it would be nice if the products were more accessible."

## Jakroo makes its way to Taiwan for cycling textiles

On arriving at TITAS, Beijing, Jakroo Purchasing Supervisor Geng Li said, "I find Taiwan fabrics amazing for their environmental protection concept." This is the first time sports apparel company Jakroo has sent representatives to Taiwan to participate in TITAS.

The company had many reasons to come to Taiwan. It all started when the Taiwan Textile Federation held an exhibit in Beijing to promote

bicycle clothing and other related products. In the years following, Jakroo gradually began to procure fabric from Taiwanese companies. This year, for the first time, they decided to come to Taiwan in person to look for fabrics for their new season of clothes, particularly perspiration wicking material.

After undergoing multiple international exchanges, Jakroo became a stable supplier to

Europe's largest bicycle product retailer Rose Versand as well as a design and development company for Switzerland's largest bicycle tour company Bike Holiday. After serving the European market for so long, the company sources most of its material from Europe, particularly Italy. But, in recent years, after continuous contact with Taiwan's textile manufacturers, the company has started to work with Taiwan suppliers.

Jakroo Production Supervisor Alice Song said that she was impressed with Taiwan's environmentally-friendly textile options. She said that green textiles were still a new concept in China, but Jakroo hoped to stay on the forefront of functional clothing developers. She also said she was impressed with the way Taiwanese companies marketed their materials. They show a considerable amount of data and use a scientific approach to sell to the customer, which she says many Chinese suppliers fail to do.

## Dakine pushes the technology boundaries in alternative sport

Dakine is an American outdoor company that began in Hawaii. It got its name from the Hawaiian pidgin word da kine which mean "the kind". The company specializes in sportswear and equipment for alternative sports like skiing, biking, windsurfing, kiting, snowboarding, surfing, and skateboarding. Like many companies focused on functional clothing, Dakine has its eyes on Taiwan.

Outerwear Project Manager Bruce Barbour attended TITAS for the first time this year but has been to Taiwan many times and has worked with numerous Taiwanese companies. He said that Dakine was very happy to work with Taiwan suppliers. Barbour said, "We like working with Taiwan manufacturers because they are very reliable and are very good with the kind of functional textiles that our industry requires. Our company is also smaller we

require flexibility which Taiwanese companies are very good at."

Barbour said that he had enjoyed the show so far and was always on the lookout for cutting-edge technology. He also appreciated the emphasis that Taiwanese companies put on being environmentally friendly. Barbour said, "of course we keep up with what is going on in the industry all over the world, but we are quite content with the price and performance we are getting from our Taiwanese partners."

In terms of the future, Dakine will continue to look for the best functional fabrics available and will keep their eyes open for what Taiwan has to offer. At the time of the interview, Barbour had not yet had a chance to explore the show. "I like what I have seen so far, but I would like to get a chance to really look around so I can get a more in-depth look."

## Ozark comes to Taiwan Shopping for new spring and summer fabrics

Attending TITAS for the third time, Ozark fabric supervisor Crystal Lin has no problem saying, "the development of Taiwan's textile industry is better than in China. Ozark is a company that emphasizes quality, and in recent years the proportion of fabrics we get from Taiwan manufacturers has reached 50 percent."

Other than Taiwan suppliers, Ozark gets about 20 percent of their fabrics from Korea and Japan, 5 percent from the US and Sweden and the rest from mainland China. Ozark was founded in 1996 by Swiss-born Hans Schallenberger in 1996. The company creates outdoor clothing and equipment with the best available technology and highest standards and has a range of over 300 products. It has a 10 percent annual growth rate and an independent subsidiary for research and brand design. The company sells its products

almost exclusively in China where it has an excellent reputation from the quality of its products and the company's sponsorship of numerous outdoor expeditions.

The Ozark representatives came to Taiwan this year in search of flat woven and knitted fabrics. Lin said that the company was currently developing its spring and summer line for next year. She said, "as long as there are suitable fabrics, our procurement of materials from Taiwan could easily exceed 50 percent in the future"

Designer Hou Lei of Ozark said that he had considerable appreciation for TITAS. He said that even though TITAS is much smaller than the biannual textile show in China, the quality of the manufacturers made up for it. He said the show was very organized and that it was easy to approach vendors and get in-depth information

## Kailas returns to TITAS Continues its close cooperation with Taiwan suppliers

Kailas product manager Petrel Zhu made her first visit to TITAS, but her company has already become a regular visitor to the show. The company maintains good and stable business relationships with Taiwan suppliers. Zhu said that she was happy to be at TITAS in order to get the most advanced news about the industry and learn about highly functional textiles and the latest trends. The Kailas brand product line includes

clothing, backpacks, sleeping bags, tents, climbing equipment, shoes and other products. The company uses the practical experience of explorers and mountaineers to guide its outdoor product design. This is done to ensure that Kailas products can push the limits of harsh environments and provide maximum protection for its users. The brand designers also put fashionable elements into their works in order to attract more

mainstream outdoor enthusiasts to experience cutting-edge technology.

Kailas was founded in 1968 in Australia. The company entered the European market in 2002 and the Asian market in 2003. After seven years in China, it has become a top-selling brand for professional outdoor enthusiasts and sponsors many professional outdoor groups. It has almost

500 sales outlets throughout 32 provinces and municipalities in China. Zhu said her company was committed to promoting lightweight design in mountaineering and adventure sports. She said that Taiwan's high technology and flexibility made its suppliers a good fit for Kailas. Zhu also said that she was optimistic about the future of Taiwan's textile enterprises and believed that they would continue to promote the development of more innovative technology, allowing customers to more quickly launch more improved products.