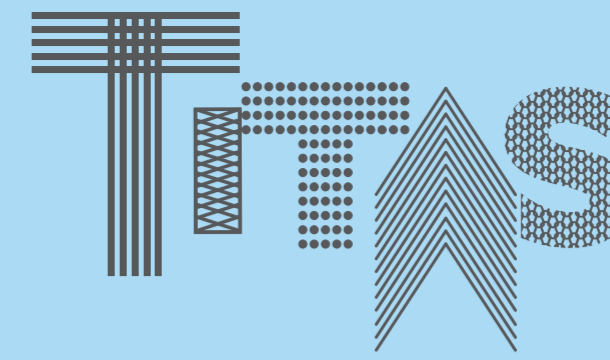


TAIPEI INNOVATIVE
TEXTILE APPLICATION SHOW
2018 台北紡織展
OCTOBER 16-18



Day 3
Show Daily

2018 TITAS Business Purchasing Opportunities

High-Tech Eco Functional Textiles received Order Plus and Dazzling Results
Series of Innovative Smart Textiles and Smart Manufacturing are favored by International Buyers in particular

TITAS has always been a platform for Taiwan textile industry to be in line with international standards. It is also an important platform that can pair both exhibitors and buyers, and creates many business opportunities especially suited to small and medium sized enterprises as well as large businesses. The business purchasing opportunities of TITAS 2018 bring mutual benefits of furthermore in-depth enlarged business chance, for Taiwan exhibitors particularly.

To organize the annual TITAS exhibition

more than 160 different Taiwan textile firms were consulted. Special trips were also made to international brands and retailers in Germany, UK, Sweden, Switzerland, Italy, France, Norway, Holland, Denmark, Spain, Russia, USA, Canada, Brazil, Japan, South Korea, Hong Kong, China and Australia. This year's exhibition will feature more than 19 countries and regions and present a total of more than 106 brands with important procurement projects including breathable waterproof products, laminating, coating, moisture

wicking fabrics, environmentally friendly materials, and knitted or woven functional fabrics. Also there will be companies focusing on necessary accessories such as zippers, buttons, ribbons and other products. Moreover, In response to the incoming waves of industrial automation and intelligentization, it hopes to inspire the realization of a smart textile system in order to fulfill future needs of the market such as healthcare products with temperature control and positioning functions, TENS and EMS modules for pain relief function, thermal smartwear with warning system,

conductive textiles that all buyers are collecting procurement focus especially.

Meanwhile, those smart textiles, sustainable textiles and high-tech innovative functional textiles on the spotlights of TITAS 2018 are still the focus of international buyers in particular.

Each year, TITAS plays an important role in pairing fabric manufacturers with the brands that make use of innovative and functional fabrics. To learn more about this important purchasing business meetings, please visit the TITAS website at www.titas.tw.



Li Ning Reaching Out for Cross-Strait Cooperation

Two representatives of Chinese apparel maker, Li Ning, have been more than satisfied with their first day visiting TITAS. Of the 5 local companies they met on their first morning of interviews, approximately 4 are suitable for future cooperation. And during the lunch break, when no meetings were scheduled, Li Ning representatives were equally impressed by the technological innovation on display. Taiwan is very focused on chemical processes such as UV protection but there is little in the way of organic products. I believe that Taiwan can improve in this aspect," said a Li Ning representative.

He went on to add that the company is actively seeking potential partners for the 2020 Summer Olympics to be held in Tokyo, Japan. Li Ning has long been involved in sporting activities as company founder, from which the company takes its name, is a former Chinese Olympic gymnast.

Li Ning offers apparel for sporting activities ranging from badminton to tennis, and ping pong and even basketball. The company's highest profile segment is definitely basketball wear as represented by a sponsorship deal with NBA star, Dwayne Wade. "We chose to work with Dwayne Wade because his team was very eager to offer a sportswear line. They are very active in the design and everything associated with 'Way of Wade' which is now very popular in China," said a Li Ning representative. Sportswear typically requires fabrics to offer special

characteristics such as being lightweight and quick drying. Additionally, it has to be durable, cost effective, and innovative.

Li Ning representatives offered effusive praise for Taiwan companies who are pursuing development separate from China. "Taiwan textile companies are promoting their own innovations which are very good," said a Li Ning representative. In fact, Li Ning representatives were so impressed by the local innovation that they experienced firsthand, they are even willing to invite local firms to visit them back in Beijing, China.

Closer cooperation may be necessary as fashion rarely takes a break as new trends in sportswear and fashion are seemingly relentless. Li Ning is a regular participant in fashion shows from Shanghai to Paris, recently, spinning off a street wear brand targeting young people. "We have two major areas of focus, sports and fashion and sports. We want to connect with young people. Our fashion designs are inspired by Chinese culture and local trends," said a Li Ning representative.

Fashion is a fickle market, requiring companies to put out new clothing at a faster rate. "Our traditional process took 18 months to prepare new products, but now it has been reduced to 12 months and in some cases just 3 months. It is hard to predict fashion trends and our clothing need to come out faster," said a Li Ning representative.

TAIPEI INNOVATIVE
TEXTILE APPLICATION SHOW
2019 台北紡織展
OCTOBER 7 - 9



TAIPEI NANGANG
EXHIBITION CENTER
台北南港展覽館1館





BRITAX Putting the Emphasis Upon Safety

Britax is a global firm specializing in the manufacture of childcare products such as car seats, child restraints, and strollers. The company is a regular visitor to TITAS and sources much of its polyester material from Taiwan. We face very stringent regulations which differ depending upon region. We use polyester and heavy duty woven fabrics which are more comfortable and can meet customer needs which include safety and innovation," said a Britax representative. The challenge in producing car seats and strollers is basically pairing soft goods and hard goods such as buckles and stroller carriages.

We have found that customers also

like strollers that are water repellent. For example, it wouldn't be uncommon to see a family hosing down a stroller which can actually dry very quickly. This may be true especially necessary if they have multiple children in the family," said a Britax representative.

We are always pursuing innovations and environmentally friendly processes. We are looking for smart yarns that offer more breathability," said a Britax representative. Regarding strollers, the company has decades of experience producing what consumers want. In basic terms, most parents are seeking lightweight, transportable strollers, as well as those which are suited to multiple

children. Within this category, there are some minor variations such as more facing baby strollers and those suited for different locations. In Australia, parents will typically have one stroller for the supermarket, and ultra-lightweight stroller for travel, and one for the café which is more like an accessory and is quite fashionable," said the Britax representative.

Britax has a long history of working with Taiwan suppliers. Before, we bought strollers from Taiwan but then production went to China and R&D was still in Taiwan. Now of course, all of that has moved but we still buy a lot of materials from Taiwan," said the Britax representative. The company has good reason to work with Taiwan suppliers as it faces quality requirements that few other apparel companies can

meet. Our quality systems are quite stringent. Failing a quality test can lead to a product recall. We have to test for flammability and other standards. Everything has to be traceable as this makes us very selective," said this Britax representative.

Additionally, parents are very concerned about chemicals in fabrics and the potential impact upon children. All of these factors mean that extra scrutiny may be applied to products related to children. I also believe that our job is educating parents. We need to tell them that children will become a projectile inside a car when it experiences an accident. Correct positioning and restraints need to be in place when children are in the car. A loose restraint is equal to no restraint at all," said a Britax representative.

DIAMOND ICON

Designing Performance Based Garments

Diamond Icon may be unfamiliar to many people though its parent company is a well familiar garment for footballers around the world. The ubiquitous logo can be seen on jerseys worn by Everton of the English Premier League as well as Peru's World Cup team. We are the design, sourcing, and development group for Umbro," said a textile specialist for Diamond Icon. She added that everything for both Diamond Icon and Umbro leads back to the game of football such as training wear, terrace wear, and game day uniforms. At the moment, three teams in the English Premier league are wearing their products as well as teams in the German Bundesliga and Champions League.

Perhaps the biggest change in what is worn on the football pitch are undergarments worn under jerseys which allow athletes to track their movements as well as record vital signs such as a heart monitor. Smart clothing is undeniably a trend in football uniforms, though athletes continue to demand lightweight, tear resistant jerseys that can withstand 90 minutes of intense competition. And for football supporters, they will be glad to know that what is made for the team is also the same as what is made for the fan. Some teams even put special care into how they look, especially when on the road. We do bespoke design for each team. We approach them with ideas and it's very

much a collaboration. Home jerseys are always the same, but away uniforms can be different. Sometimes they may even go back to a successful season in the past and choose the same color," said a textile specialist for Diamond Icon.

While most football uniforms are only worn one time, a few athletes buck the trend primarily out of superstition. For example, it's a well-known fact that Michael Jordan always wore shorts from his university basketball team underneath his professional uniform. In football, goalkeepers can be equally superstitious and are typically given the choose their own colors and patterns which are independent from the team. But generally speaking, all football uniforms have excellent wicking properties and are able to survive burst strength of 500 kpa. Typically they are ultra-lightweight though double knit fabrics may be worn in winter months.

As it turns out, local textile firms are more than able to meet these exacting standards. We have used Taiwanese vendors for a long time. They are good at communication and really collaborative and happy to supply different factories all over the world. We have worked with other fabric mills but always come back to Taiwan. They really take pride in their work," said a Diamond Icon textile specialist.

DAKINE Made for the Great Outdoors

The best innovations are born out of necessity. This is essentially the story behind Dakine which was founded in 1979 in Hawaii, the spiritual home of surfing. Company founder, Rob Kaplan, found himself repeatedly approached by friends asking him to make better surf leashes so they could ride bigger waves. Other leashes simply weren't strong enough to withstand the pounding of big waves and protect delicate surfboards from bruising rocks. Even more important, these surf leashes could be the difference between life and death as losing a surfboard in challenging ocean conditions could put surfers at risk. Our products need to have multiple functions. It needs to be long lasting and durable. We have to be dependable and provide lifesaving functions. If surfers become detached from their surfboards they can die. We also make lifesaving equipment that people depend upon, able to withstand cold weather and extremes. In any case, it has to have to last," said a Dakine representative attending this year's TITAS exhibition.

While the company started with surfing, Dakine began to expand into related fields such as windsurfing, manufacturing everything from harnesses to foot bindings. The demand for gear in this burgeoning field was so great that that company relocated to Hood River, Oregon, putting it squarely at the center of windsurfing and kiteboarding culture. As it would turn out, the move to Oregon would also expose the company to other rapidly developing mountain sports

such as snowboarding. This would lead Dakine into backpacks, outerwear, and gloves.

The mountain is right there so we began making snowboarding gear and helipacks which are for snowboarders who jump out of a helicopter and can carry a shovel and a probe," said a Dakine representative. The product line began to expand when we moved from ocean to mountain. Now we have lifestyle backpacks, gloves. For the past eight years we have even offered mountain biking products. All of our products are durable and high quality," said a Dakine representative.

Maintaining such a high standard of quality can't be easy and TITAS has been a big help to the company. When I come to TITAS we are looking for innovation in the field of backpacks and outerwear. We are looking for things that other companies don't have. That's why come out here," said a Dakine representative.

As for trends in the outdoor apparel and goods industry, this Dakine representative says there's a move to sustainable products and recycled yarn material. Dakine has also undertaken initiatives to promote sustainability such as PFC free products. The company also follows other industry firms leading sustainability measures such as Blue Sign. These measures will continue, and should become more evident in Spring 2019 and Winter 2020 product lines.

ACADEMY SPORTS

Scouting Suppliers of Finished Materials

Back at TAITAS for the third straight year, ACADEMY SPORTS sees this event as a core arena for suppliers of materials endowed with the most attractive colors and latest functional materials. The real appeal of TAITAS," said the firm's representative is that if a company doesn't have what you want, they will introduce factories that make it." She added that East Asia has definitely overtaken America in terms of innovative product tech and function.

Since starting in 1938, the Houston-based ACADEMY has become one of America's leading discount sporting good chains. The firm has moved first from selling tires to army surplus in the pre-war days, until discovering its real strength in sporting goods. It has grown from eight stores in 1980 to 34 outlets in 1995. Behind this growth has been really low-priced goods which are backed by a ceaseless search for the best outdoor and sporting equipment that covers the entire world of sports gear and garb for football, baseball, basketball - and wearable outdoor fashion for fishing and camping," said the director of materials procurement. The chain emphasizes outstanding customer

service with its 'Enthusiast Model.' she added. Each outlet has an expert trained in meeting customer needs. Many times someone will come into a shop knowing what they sort of want, but not exactly sure. Let's say they want a pair of cowboy boots, but don't know what's good for the office. That's where our expert helper can help them make the best choices."

Academy reps, who are already eyeing the 2020 fashion year, both agreed that the core trends include customer-friendly pricing for better performance clothing and wearable tech that gives users instant reads of body temperatures and blood pressure.

Although Academy Sports has long left behind the auto tire and army surplus fields, they still embrace the original culture that made them great. Yes, we still have auto products and, well for army surplus, you can see it mirrored in our tough material that makes out outdoor products so attractive," stated the Texan rep. And members of the founding Gochman family still occasionally pop by."



TERNUA GROUP

An idea, a Cause, a Movement!

A few words with the Ternua Group from the Basque region of Spain exposes the mind to revolutionary ideas that would shock most corporate bosses. Like the burst of an AK-47, round after round, their principles challenge tradition with fresh hope. For starters, Ternua insists that all its fabrics are Bluesign® approved - and that means a strict self-imposed regime of controls that ensure all products meet stringent customer safety requirements - from start to finish - for sustainability and safety.

The Ternua Group, that includes Astore (sporting goods), Ternua (cloths with an alpine theme) and Lorpen (holding a big chunk of the American and Canadian sock market), has a grown from Basque syndicalist-socialist principles so historically prevalent in the region.

We actually want to cut the number of our suppliers so we can gain closer cooperation with the few we work with, our consideration in coming to the East has never been profit from low-cost labor, but rather the new tech and choice of Asian partners and a shared philosophy," added the representative.

Textile firms should never wait for state imposed regulations, but should act at the vanguard for social justice and environmental protection," stated Ternua. Corporate social responsibility must surpass the lip service. We are now working to use 100% recycled materials and are even using recycled coffee grounds for anti-odor treatment."

Pulling back, one senses all this movement stuff actually composes some awesome psychological warfare, the type of shock - attention-winning stuff Trump used to become president and Nike is using to sit down from the crowd.

But the twin brother executive team is serious. They see the micro-plastic issue as important as cancer and insist that textile mills are set for a new revolution for innovation, human rights, technique and materials. The future spells total recycling of fabrics (for PFC-free polyester and nylon), new bio-synthetic fabrics, and the complete after-sale recycling of products. They're also exploring production prospects in Ethiopia and Guatemala.