

# TITAS 2015

## Innovation and Performance Recreates Value for Taiwan's Textile Industry

Organized by the Taiwan Textile Federation (TTF) and under the auspices of the Bureau of Foreign Trade, Ministry of Economic Affairs, the 19th Taipei Innovative Textile Application Show (TITAS) features a total of 790 booths by 370 exhibitors coming from 10 countries and regions including Taiwan, China, Germany, India, Japan, Singapore, South Korea, Sweden, Switzerland and United States. The largest ever show scale plus a record-high number of buyers invited from international brands and retailers along with more than a thousand business meetings arranged already promises a busy and vibrant business atmosphere ahead.

### Fervent participation from domestic and abroad

In addition to major players in Taiwan's textile industry such as Formosa Plastics Group, Far Eastern New Century, Eclat, Libolon, New Wide Group, Tri Ocean, Tex-Ray, Kingwhale and Everlight, textile institutes and organizations including Taiwan Textile Research Institute, Southern Taiwan Textile Research Alliance, MIT Underwear Innovation Alliance, Taiwan Technical Textiles Association, and 18 associations representing various sectors in textile chain also join the annual professional event. And for the first time, the Hakka Affairs Council will showcase a collection of Hakka-inspired textiles at the Show.

The top three foreign participating nations are Japan, South Korea and China. Delegation from city of Kiryu at Gunma, Japan joins for the second year to promote its artistic Kiryuorimono textiles. First timer Texhong, one of the top ten cotton textile companies in China, expects to find strategic partners in Taiwan. Sympatex, a German brand known

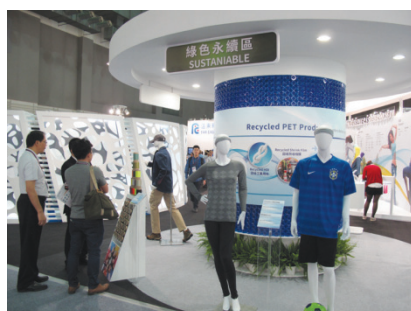
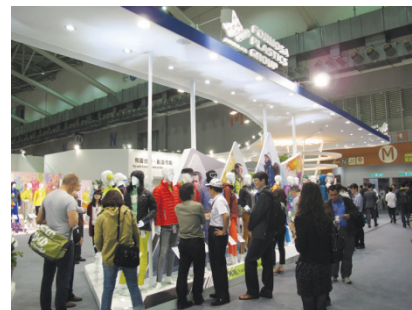
for its high-tech wind-proof, rain-proof and breathable membrane, and Polygiene, a Swedish brand as well as a leader in odor-management technology, exhibit for the first time, too. A visiting group organized by the Taiwan-Turkey Business Council makes their debut trip to TITAS and intends to explore overseas marketplace together with Taiwanese textile companies. High-ranking representatives from the Japan Textiles Importers Association come again after their last visit years ago to observe the latest development in the local textile industry. Another foreign visiting delegation comes from the Americas Apparel Producers' Network.

### Functional textiles are now eco-friendly and chic too!

Thanks to a fully integrated textile supply chain and strong innovation and r&d capabilities, Taiwan's textile industry is able to position itself as a leading functional textiles supplier in the globe. And TITAS is the annual stage to showcase all the new innovative developments from Taiwan. For the last couple of years, "function + greenness" textiles are the focus in the Show. This year, more fashion and design elements are incorporated into products to fulfill consumers' aesthetic needs, meaning more colors, more dimensional, more prints and motifs, and more treatment and finishing effects.

### Smart textiles – the New Wave

Smart textiles and wearing technology is definitely the nouvelle vague now in the global textile map. Always staying ahead in spotting trends, Taiwan's textile industry has been working hard in this field. Marking the first year for smart textiles at TITAS, some of the results such as smart clothes with embedded sensors



The scenes of the TITAS 2015 in Taipei, Taiwan on Oct 19 to 21, 2015

or embedded smart technologies will be presented, no doubt an eye-catching trend to watch for.

### Key Local Exhibitors

- Formosa Plastic Group
- Formosa Chemicals and Fibre has successfully developed the Formotex®, permanent flame retardant rayon fiber, ultrafine fiber

in 5-10 Denier, and high-graded PP pellets that are good for the application to fine Denier multifilament, PP/PE composite cotton, and non-woven fabrics.

- Formosa Taffeta presents newly developed 4-7D ultra-lightweight fabric Ultra Light, AQUAOFF\* Waterless Eco-dyed, and cooling fabric Permacool™ and thermal fabric Permawarm®.
- Nanya presents the newly developed DESTATIC fiber that is anti-static, SUNCOOL fiber that is UV-resistant, and biomass eco-friendly fiber BIOPET.
- FENC introduces Sunex®, anti-static and heating fiber, TopLumins®, a luminating fiber, and TopDry®, a uni-directional quick dry fabric that is the joint effort from collaboration with 3M. Furthermore, FENC has also collaborated with other industries to develop smart garment with conductive coating that can detect user's physical condition.
- Libolon takes the theme of "Green Circle" for TITAS 2015 to showcase how the company implements the philosophy of environmental preservation in the recycling processes, corporate management and employee management.
- Eclat, taking the theme of "Environment-friendly and Innovation", will showcase its premium quality functional knitted fabrics that meet the stringent international environment regulations to minimize the damage on the environment for a balance between business and environment while maintaining a sustainable growth.
- Tex-Ray will introduce TCool® that can block near 70% of short-distance infrared and UV lights and lower temperature by 2~5°C and THot® that can increase temperature by 3~5°C, RAYs21™ that glows in the dark and luminous print fabric Laluna™.
- Asiatic Fiber will present its latest functional product – Night Glowing Yarn. Taking inspiration from the legend of night glowing gem

from ancient China, the Night Glowing Yarn can "glow in the dark" without connection to electricity. After absorbing luminous light for 10 minutes, the yarn can glow 4-5 hours continuously.

- New Wide Group will showcase functional products for different sports markets to highlight the company's R&D strength: running, yoga, basketball, baseball, biking, climbing, and football.
- Hoyu's current focus is the fabrics for tents and bags for outdoor. With a priority on adapting eco-friendly processes and a focus on details, the environmental cost for the products is as high as 5%. The HOYU target customer base is the high-end tier of European and American markets.
- King Whale presents the new-generation L.I.T.® (Low Impact Technology®) yarn that can effectively reduce the water, electricity, steam and colorants used during the dyeing processes. The newly developed Recycle Wool is the advanced fabric that combines natural fibers made from sustainable resources.
- Tri Ocean highlighted its quick moisture-transferring polypropylene filament yarn DreamFel® and its derivative materials such as PP Micro Fiber, PP filling materials, PP cotton balls and PP cotton pads.
- Committed in the belief of "Better Chemistry Better Life", Everlight presents digital printing ink Everjet® RT& AT and Evereco® PUR (High Performance Reactive PUR Adhesives).

In addition, Italon will present the latest polyamide product Ruselon; Grand Textile will present Coffee Charcoal™; Aetern G. will exhibit its SUNGOD PTFE nano porous membrane; and TomLong will offer its total solutions on adhesives. All of these are unique highlights at TITAS 2015.

### **Business meetings with high added benefits**

During the three-day event, one of the most anticipated agenda is

the one-on-one business meetings. Representatives of approximately 90 international brands from 18 countries are invited to meet with exhibitors. Among them some first time visitors are sports and outdoor brands Merrell from U.S., Sea to Summit from Australia, J. Lindberg from Sweden, Intersport from Switzerland, Puma and Maloja from Germany, Dynafit from Italy, Golden Win and Mizuno from Japan, Samsonite from South Korea and Canterbury from New Zealand, while for fashion brands we will see Hugo Boss from Germany, Ralph Lauren from U.S. and Lancy and Ellassay from China. These brands certainly bring excitement and business opportunities to the Show.

### **Seminars and presentations**

12 seminars and presentations are arranged at TITAS this year, featuring new product and technology trends, development of smart clothing, development trend in bonded coating, etc.

For the fifth time, TITAS joins force with ICAC (International Cotton Advisory Committee) to organize a one-day seminar entitled "The Development of Textile & Apparel Industry under the Regional Economic Integration" on October 20, featuring Julia Hughes, President of USFIA, as the speaker. And Dhyana Van der Pols, Head of Textile Innovation and Manufacturing at WFSGI will explore innovative textile materials with representatives from Nike, adidas, Teijin, and Far Eastern New Century in the seminar.

### **Celebrating the 20th Anniversary in 2016**

With continuous supports from participants, visitors, brands and retailers from around the world, TITAS will celebrate its 20th anniversary next year. The Show has come a long way to reach what it is today and we will be expecting more innovations in the future. TITAS will welcome you again on October 17-19, 2016!