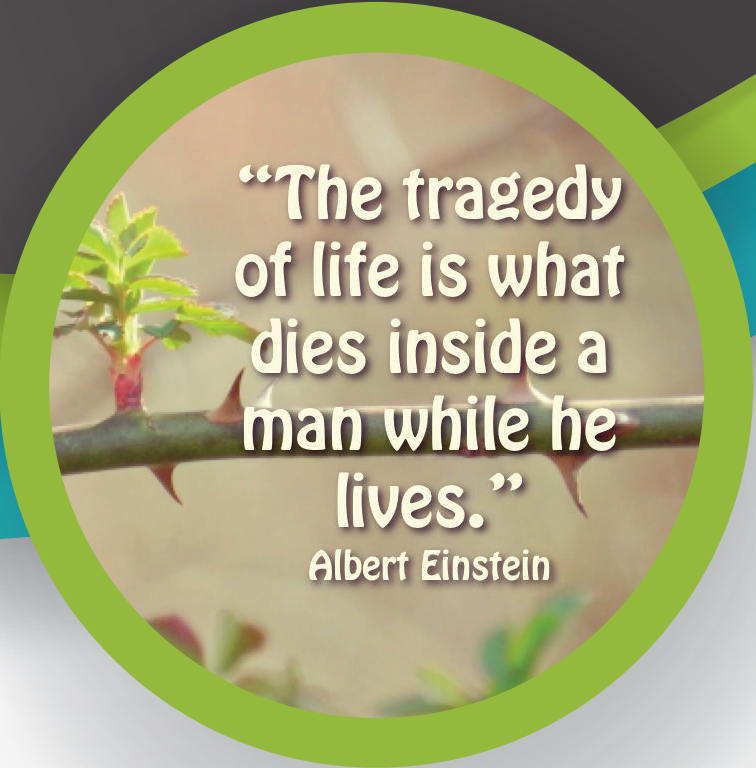




evolve

Printex Monthly News Bulletin

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“The tragedy
of life is what
dies inside a
man while he
lives.”

Albert Einstein

*Wishing is a form of inspiration for the lazy mind but taking Action, Persisting and finding alternative routes to your destination against all odds is the definition of a **SUCCESSFUL** Venture.*

~ Oscar Bimpong

**For every disciplined effort
there is a multiple reward.**

Jim Rohn

All successful people have a goal.
No one can get anywhere unless
he knows where he wants to go
and what he wants to be or do.

Norman Vincent Peale

*Being deeply
loved by someone
gives you strength;
loving someone
deeply gives you
courage.*

~ Lao Tzu

*The challenge of leadership is to be strong, but
not rude; be kind, but not weak; be bold, but not
bully; be thoughtful, but not lazy; be humble, but
not timid; be proud, but not arrogant; have
humor, but without folly.*

~ Jim Rohn



Visions for the Textile Industry

Visions of Textile Designers and Trend experts is a gateway for future trends. In combination with the defined trend colors and five more detailed textile trends, these mega trends provide a good vision where the future of textiles will take us. Here we try to have the opportunity to share these visions for Spring/Summer 2018 with the textile industry and to use these trends as a basic guideline. The mega trends show visions that are not specific to one particular area but will influence the entire textile chain right down to the consumer.

The color cards and the textile trends result from a range of influences, from consumer behavior to the global economy. Film, music, social media, art and many other activities are reflected in these trends. They form a basic guideline how new developments and innovations of ingredient products will be shown, presented and highlighted.

Vision

Making the most of what you have is the key to this season's TRENDS delivery as we encourage and push the host of high-functioning ingredients available in the activewear sector to new levels and encourage a new lease of life. Creativity is key in compiling new offerings, moving away from the basics and injecting a sense of rejuvenation. This doesn't mean we are void of new and energetic developments, innovations that are set to feature at the higher end of the market.

Megatrends

NEW HORIZONS

The season sees a host of opportunities in delivering new developments through to new target markets for all sectors of the activewear industry. Don't be blinkered in your vision, the mood is changing as we all start to share and embrace new ideas and ideologies. Technology transforms the sector, allowing a forward thinking to basic bestsellers alongside delivering a newness. What can we do to take a step forward and revive traditional products and produce enticing products that will appeal to the consumer?

With this in mind, we need to look at what we have and readdress the appeal of a product, enhancing the final look through content, finish and touch through to final application. We need to take the familiar and create the unfamiliar, without neglecting traditional aspects but also not avoiding the new generation developments coming through. It is time to play around, mix and match and create topnotch unique aspects that will drive sales.

ANIMATED

A force of well-being and upbeat positivity surges through. Today's world is a chaotic place from the doom and gloom of global news to the frenzy of our hyperconnected society. Downtime is precious and we need to make the most of it. Consumers are looking for added value combined with the need to enjoy life. Life is for living and we must all come together in creating a harmonious front. Wellbeing and nourishment push the health-wear aspect of the season, not just from the functional products on offer but through the activities that will be pursued by the end consumer, from light to high level performance. This is going to be evident in the products coming through as multi functional fabrics and just the simple aspect of vibrant and happy colors through to prints and sumptuous surfaces and touch. The result is a well-earned reassurance that we can enjoy ourselves, pursue our leisure activities without guilt. It is time to be free, and this applies to the constraints of both industry providers and the consumer.

BONA FIDE

Truth, transparency and honor all features as we strive in continuing to develop a stronger sustainable society ranging from ingredients to ethics. Belief in the ingredient products from the brands is passed on to the consumer, allowing for a cleaner, greener and fairer world. Newsustainable fibers through to water and energy reduced processes within the traditional textile chain come through. This viable mega trend ensures that this moral movement still delivers the high level performance the consumer expects. Nature plays a key role, with natural fibers and nano-technology ensuring an authentic offering. Synthetics follow suit, updating their processes and delivering a stronger sustainable solution. What is crucial is that we must all band together, and this will also be seen through a synergistic and harmonious approach from all sectors for the season.

Color Card

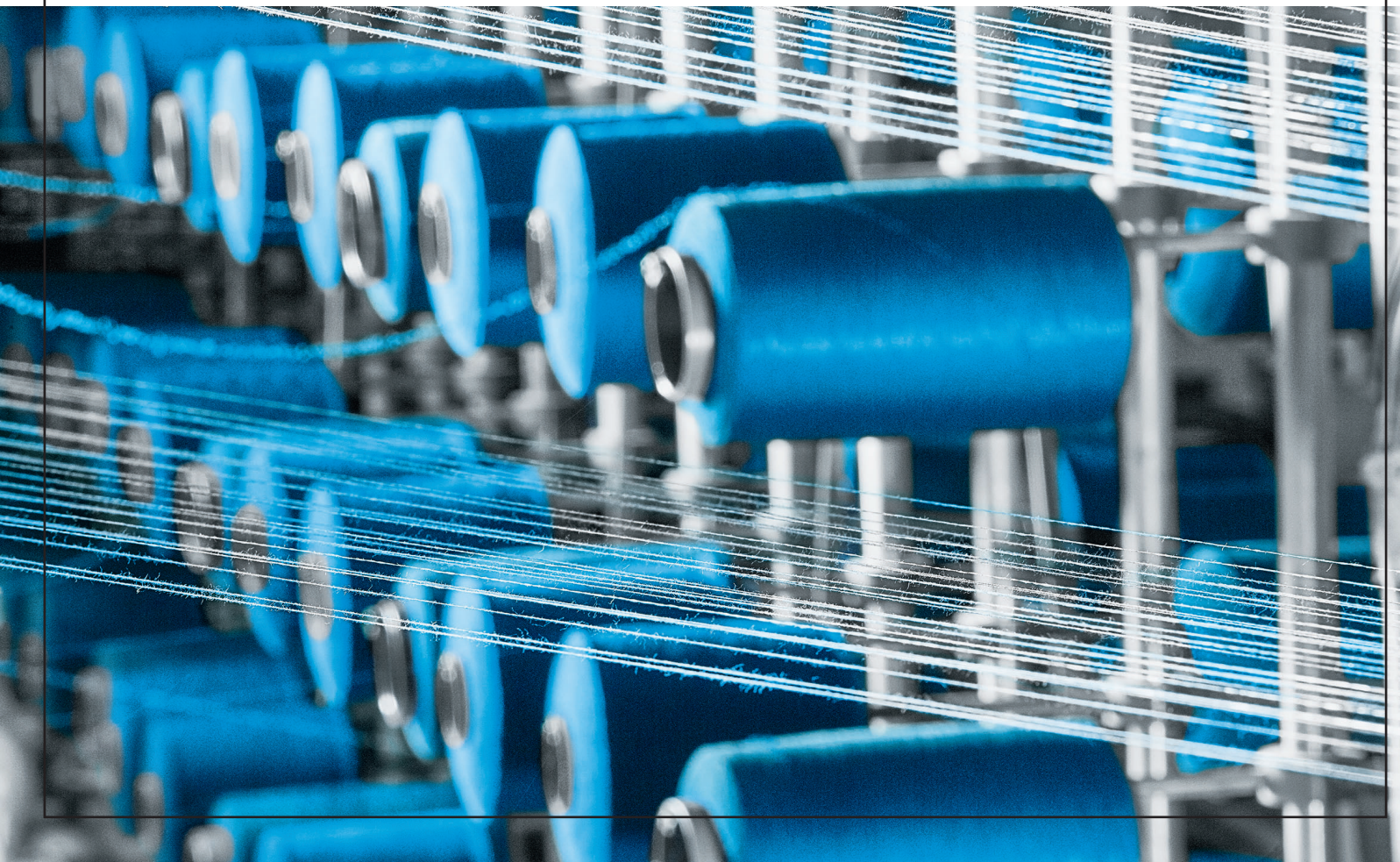
A meeting of minds defines the Spring/Summer 2018 trend directions as we look to re-engineering existing ingredients and implementing new discoveries. There is an overall mood of euphoria, a frisson of excitement from fabrics, trims through to colors and the final exhilaration of the intended activities. From updated basics to invigorating next generation products, now is the time to push the boundaries, eliminate a solitary approach and explore and deliver the unique and new qualities that are set to be winners for the season. The Spring/Summer season is all about exploring new directions that will enhance the consumers' performance base and lifestyles, as we make the most of our leisure time as well as pursuing and attaining our goals. The message is clear, it is time to OWN IT! Take control of our lives, our health and our precious spare time in pursuing our sporting objectives. Live free, laugh and enjoy every day!

Trend -1----- (SUAVE)

Sophisticated in its intelligent aspect, SUAVE pulls from the pleasure of nature through touch and optical appeal with discreet added performance. Moisture management, anti-bacterial, cool touch and UV protection are just some of the added ingredients that take classic natural products to a new level. Don't keep it plain, forget the pure cotton aspects and look to hybrid blends that mimic the authentic look and touch but deliver just that little bit more. Fabrics are becoming incredibly lightweight yet retain durability. One key aspect of this trend is its direction to a more decorative demeanor as we expect to see fancier openwork and solid constructions come through. Solid base layer fabrics are complimented by lively textured fabrics or through optically raised relief detail through yarn combinations. For pattern and print inspiration look to an edgier organic inspiration in taking this calming, yet high performance mood, to a new level. Basics continue, with traditional melange and power stretch solids featuring in matte and bright finishes. Flexibility is key in these fabrics, as new developments focus on stretch aspects from comfort to power in protecting the wearer. But it is sustainability that is the 'tour de force' throughout the industry. In this particular trend it takes pole position in marrying natural and synthetic yarns, eco friendly finishes and chemicals alongside a much stronger development in the overall textile process, eliminating waste and reducing water and energy use.

Target Markets

- Yoga/pilates
- Barre ballet classes
- Low impact cardio classes including body blade
- Tennis
- Golf
- Lifestyle
- Athleisure
- Soft equipment



Trend – 2 -- (ACCELERATE)

A turbocharged feel features as fabrics and trims in this sector are outstanding in delivering enhanced performance, exceptional protection and premium function. High compression fabrics, feature in four-way stretch, taking on a biomimetic approach to the muscular structure of the body. Zoned compression fabrics in various power/weight ratio protect and embrace the muscular structures of the wearer. Reflective fabrics and trims feature in featherlight weights alongside high-tenacity fabrics using micro fine steel-strength aramid fibers. In the past the technology has been focused solely on the function, but for the Spring/Summer 18 season we need to look to lighter variations and more detailed surface effects that don't deny the true benefit. Performance boosting, there is a renewed modernity to this trend, it takes on a robot-inspired appearance in terms of the product structure, whether it be fabrics or trims zoned and inserted in the final garment. It is very precise and compact, protective and most importantly appealing, with a much softer and more comfortable wearability than before. Intelligent interfaces on the technical or face of fabric improve performance from swim, running and triathlons, offering cool touch effects, water repellency, UV protection and quick dry. The fabrics are super modern and super sophisticated. These aren't for the fainthearted, these are for athletes that want the best from their sports gear on terra firma or the high seas. With ACCELERATE they are set to have their wishes answered and receive that added physical and mental determination to reach the winning line and achieve their personal best.

Target Markets

- Water sports from fun fitness level to extreme - surfing, kite surfing, kayaking, fly boarding and windsurfing
- Diving and wild swimming
- Pro swimming - for swimwear that needs anti-drag for enhanced performance plus longevity
- Running - from fitness to pro
- Triathlon
- Road cycling
- Cross training and warrior workouts
- Iron man

Trend – 3 ----- (VIGOR)

Come on, let's do it! VIGOR is set to put the vitality, vivacity, vibrancy and all round punch back into the sportswear sector. Let's roll with it, get energized and excited from colorations through to textures without neglecting the performance aspects. Fabrics and accessories in this sector need a zany makeover. This is about being seen and making a statement and leaving the traditional tones behind. Forget the previous geometric and optical prints, let's go a bit off road and get abstract and kooky. This about savoring that exhilarating feeling and adrenaline rush when reaching our goals. Geared towards the fitness sector, synthetic bases continue to rule. The favored lightweight fabrics with various levels of performance from UV protection to moisture management and quick dry need to set up a notch, it's a competitive world and the energy this trend brings through in pure color use and graphics is set to take it to a new level. Color is key, but playing with the levels of luster of fabric from semi-bright through to mega bright offers the opportunity to create new direction on the design front. An optimistic trend, it isn't without a cheeky curveball appeal, with fabrics, trims and accessories offering not just function but an element of surprise.

Target Markets

- Cardio funk and Zumba step and exhilarating hybrid fusion dance classes including capoeira
- Cardio fusion classes
- Aerobic classes - dry or aqua
- Spin classes - Soul Cycle and Flywheel
- Fitness swimming and aqua Zumba, aqua fitness, aqua spin
- Fitness techno gym and full body cardio workouts
- Funky athleisure
- Soft equipment

Trend – 4 ----- (LUCID)

Opposites attract and with LUCID dazzling aspects vie against perfectly porous and powdery structures, this trend sees compact versus openwork in nano structure detail. This super light generation of fabric is deceptive in its appearance as its light approach actually delivers high level performance. From micro spacer fabrics to neoprene-inspired mesh, it is very uniformed and geometric, precise and punctual in all end products. Hosiery-inspired knits influence vapory circular knits, with structures almost invisible to the eye, they deliver a strong opacity and fit. There is a vapory and eye-catching aspect, as super light weight surfaces are delicately changeable in tone to the eye. Flexibility and iridescent yarns feature with colored reflective aspects through to the glistening of fish scales. Cooling technology is key through to innovative prismatic tones derived from synthetic yarns through to digital printing, A crystal clear message comes through, lighter than light fabrics with an abundance of performance and a visual appeal from summer white through to whitened bold and neon tones. This is the ultimate in technology with an elite edge and acute in its direction

Target Markets

- Track cycling
- Running
- Marathon
- Athletics
- Volleyball base layers and second layers
- Tennis base layers
- Soccer base layers
- Gymnastics
- Soft equipment - tents, back packs, shoes

Trend – 5 ----- (FREEDOM)

The outdoors is there for a reason, to enjoy it! Through this trend we run from the gentle leisurely pursuit Mother Nature allows us, to a higher level of performance. The concept of this trend is that we are free to enjoy life and make the most of it, and for Spring/Summer 2018 there should be no stopping us. There is a respectful awareness to the inspiration from sustainable aspects to being inspired by a relaxed vibe of the past and respect through to interpreting different traditions. A strong emphasis is placed on sustainable processes throughout the textile chain, from fiber to finish. The liberty of life also influences the fabrics, lightweight, comfortable and most of all new-generation flexibility and stretch, combined with the added ability to protect. Natural and man-made fibers' performance collide, we want the best experience, but in this trend they take a laid back attitude in terms of appearance, as dry and matte through to aged surfaces feature. Form natural touch to beat-up basics, this is a slightly iconic direction when it comes to prints with artisan and retro aspects featuring. Enjoyment is the buzz word, whether it is a walk in the countryside or sitting around a beach fire on a balmy night. Make the most of what we have and be content. Like life, nothing is perfect, and this is reflected throughout the optical and textural aspects of the products on offer, as a rebellious streak features offering the consumer a relaxed reassurance.

Target Markets

- Athleisure
- Hiking
- Beach sports apparel and swimwear - surfers style
- Leisurely outdoor activities
- Street sports



CRESA
Productos Químicos para Textil



CRESA RESISTPRINT RB

CRESA INTENPRINT RA





CRESA
Productos Químicos para Textil



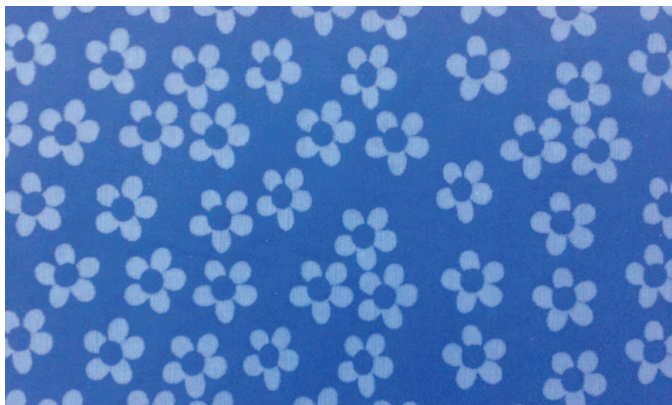
Introduction

CRESA RESISPRINT RB

Special product designed to achieve dye resist effect

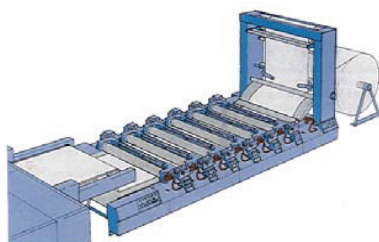
CRESA INTENPRINT RA

Special product designed to achieve dye gain effect



Application

CRESA RESISTPRINT RB



Recommended for
cotton garment

80-125 Mesh
Single printing *
Dry and Cure, 3' at
150°C or 2' at 160 °C

Over dyeing with
reactive dyes

* For optimum fastness, we recommend:

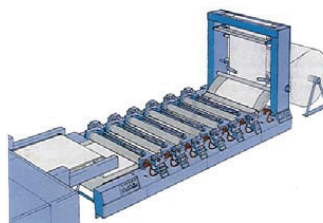
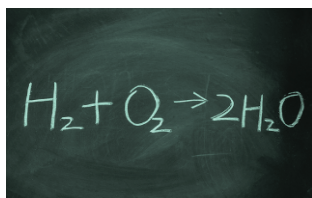
Cresa Resistprint RB	95%
Cresacat RT ECO	5%
(pigments can also be added)	



CRESA
Productos Químicos para Textil

Application

CRESA INTENPRINT RA



Recommended for
cotton garment

Cresa Intenprint RA:
965 g
Caustic soda 38°Bè:
15 g
Sodium bicarbonate:
20 g

It can be applied either
by printing or by means
of a pistol to achieve
blurred effects.

Dried 3'-130°C.

Over dyeing with
reactive dyes.

Best results are
achieved at colour
concentrations between
1.5 and 2% d.f.w.

PRODUCTS:

CRESA RESISTPRINT RB: Lacquer paste developed to print with reserve effects with subsequent reactive dyeing processes.

CRESA INTENPRINT RA: Printing auxiliary product, colour intensifying agent in post-dyeings with reactive dyes.

CRESACAT RT: Ecological product based in isocyanates, specially designed to accelerate the cross-linking of resins or polyurethanes in printing pastes at low temperature.



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