

Press Release for Image Zone of TITAS 2009

The Image Zone for TITAS 2009 presents its concept for 2010AW trend, which is Neo-cocoon. It underlines that 2010AW trend will return to humanism and retrieve the design concept which was disappeared due to the fact that human searched for rapid development after Industrial Revolution. The concept hopes to remind people of the experience of heart-warming and happiness when they interact among one another.



We should continuously create new life style while we are inheriting the initial design spirit of Industrial Revolution and blending it into the nature.

The design concept of Neo-cocoon extends four major themes:

1. Imagination Replay: conveying fantasy and colorful dreamland.
2. Delight Recall: interpreting the balance of body and soul and inner delight.
3. Industrial Aesthetics: presenting the return to nature and the new life concept of respecting eco-system
4. Future Evolving: symbolizing the constant reflection and the innovative design philosophy.

Technology, Dependability and Price Marmot sourcing more textiles in Taiwan

Famous for being the first company to use Gore-tex, outdoor clothing and equipment manufacturer Marmot sent a representative to visit TITAS for the first time this year. Design Materials Manager Kelvin Weeks said he was here to gain a better understanding of Taiwanese manufacturers in his company's search for better materials at better prices.

Currently, most of Marmot's textiles come from Japan, but Weeks said that the technology of Taiwan manufacturers has started to become competitive while at the same time being dependable with good pricing. He added that Taiwanese companies' willingness to take smaller orders was also an advantage.

When asked about the textile market in the US, Weeks said, "the textile industry in the US is shrinking and there has been a lot of consolidation occurring. On the bright side, those companies that weathered the storm of the recent economy are looking healthy."

Weeks also had some suggestions for Taiwanese manufacturers. "Right now, it seems that Taiwan follows Japan in the textile industry. That means that we go to Japan for new materials until Taiwan develops the technology to make the same thing. If Taiwanese companies want to make a bigger impact on the textile industry, they will need to become first movers. They will need to be the one that develops the new textiles or new processes rather than follow another country's lead. This, of course, is a huge challenge and easier said than done."

He also added, "We at Marmot have had great dealings with Taiwanese companies and I look forward to improving that relationship as we become more familiar with the companies here." Weeks' trip to TITAS 2009 happened as a result of the increased presence of Taiwanese exhibitors at American textile shows.



A Satisfied Customer Helly Hansen continues its strong partnership with Taiwanese companies

Another first-time visitor to TITAS and Taiwan at the invitation of the exhibition, Johanna Back of Helly Hansen from Norway has been enjoying her time on the island. Just one day into the trip and she was riding a bicycle through Taipei along the Keelung River bicycle path.

This is par for the course for a Fabric Manager of the famous Norwegian Outdoor clothing company that was started in 1877 by fishermen. Despite this being her first trip to Taiwan, her company is already a big supporter and partner of Taiwanese companies with 80% of their fabrics coming from the island. Back said that Taiwanese companies are a perfect partner for her company because they the price to quality equation works well. She also said that they showed a great talent for innovation and that the lead times were much better than in some places.

Back said she has been impressed with what she has seen so far at TITAS 2009 and liked the way TITAS set up marketing meetings for her to meet new suppliers. She said she is focused on fabrics but has an open mind and will be looking at exhibitors at the show closely to see if there are any products that could benefit her company. She is also very interested in eco-friendly products as Helly Hansen follows the Bluesign environmental standard.

When asked about the current textile market in Norway, Back said, "of course the financial crisis has been hard on everyone, but I think it has been even harder for the bigger brands. We find that many customers are looking locally for their leisure. They may go out and climb a local hill rather than travel around the world to climb a mountain. This affects the kind of products they are buying."



Affordable Green Lafuma looks for eco-friendly materials priced competitively

Textile and Accessories Buying Purchaser of Lafuma Group, Sylvain Ruffier came to his first TITAS show this year at the invitation of the exhibition. Lafuma manufactures outdoor clothing and equipment. Currently the company buys fabric from Taiwan, Korea, Japan, and China.

Lafuma is looking for 2 and 3 - layer fabrics in which all the component parts are eco-friendly. Green products are an important part of the company's culture and marketing. Ruffier said he was impressed at how far green products had come in Taiwan and that his company already bought a lot of fabrics in Taiwan. Still, he hasn't found everything he is looking for. "I have had difficulties finding a good recycled membran. All the ones I have found are a bit stiff and not exactly what we are looking for."

The textile industry in France has been through a lot of bumps under current conditions, but has weathered it well. According to Ruffier, "Sure, many companies have gone under, but that is always the case. The industry is ever-changing but still healthy in France. France long ago outsourced most of its textile industry so it has been prepared for the changes. I think it is much harder for companies in places like Italy where they are only now being forced to outsource."

Asked about what he would like to see from Taiwan manufacturers, Ruffier said, "I hope Taiwan will continue to improve its eco-concept products. They need to improve and be green in every detail. European customers really want eco-friendly products. Of course, the price needs to be reasonable. Customers aren't really willing to pay 30% more for an eco-friendly coat, but they are willing to pay a little more. There has to be a balance."



DAAI TECHNOLOGY - Sustainment Together, Fortune and Wisdom Forever.

DAAI TECHNOLOGY (DAAI TECH) display their DAAI TECH Yarn and eco-friendly products during TITAS 2009. All DAAI TECH products are made from recycled PET bottles, which practically implemented Master Cheng Yen's concept of "Coexist with the Earth." The production allows the environmental volunteers to create the relay of love, and also a greater attached value to DAAI TECH products.



DAAI TECH ECO Products is the inspiration from Master Cheng Yen's teaching of "use the applauding hands to do environmental protection work," and also represents a continuation of the environmental volunteers' touching stories. DAAI TECH is originated from TIHAA (Tzu Chi International Humanitarian Aid Association). In 2006, with the integration of TIHAA, as well as the contribution of the industrial volunteers from the textile supply chain, the making of the first lot of the recycled PET blankets begun.

As of June 2009, close to 300,000

eco-friendly blankets had been distributed to 24 countries, soothed the hardships in humanity, provided warmth to victims at critical moments, and delivered sympathies toward our Mother Earth. DAAI TECH has also developed thermo undergarments, uniforms, and etc.

PET bottles and textiles may seem different, but the raw materials are actually the same. Through the hands of Tzu Chi environmental volunteers, unwanted PET bottles are recycled and regenerated into useful products, which truly turned trash into gold, and gold into love! Use the recycled PET bottles to make textiles can cut down the use of petroleum, and in addition, it also reduces pollution. On average, 12 PET bottles can make an ECO Polo Shirt, and 61 PET bottles can make an 180x150cm ECO Blanket.

DAAI TECH brand is the paragon for Taiwan's green industry. Through its products, production, and marketing, Master Cheng Yen's concept of "Coexist with the Earth," and the industrial and environmental volunteers' stories of the relay of love and CSR are spread out to every corner in the world. DAAI TECH is a goodwill and brand role model, which is hard to come by, in the Taiwan's textile industry. It is worth all businesses to promote, support, and participate.

STTRA Sustainability revolves around new sustainable energy

The Southern Taiwan Textile Research Alliance (STTRA) was established three years ago and is formally entering its fourth year. During its existence, the organization has begun to establish a textile learning system in southern Taiwan, and integrated the industry, government, academia, and research resources to not only to speed up members' R&D and production abilities but also to aid with the construction of new types of textile alliances. In this general economic downturn, this has very important strategic significance, and it is the hope of the organization to create new textile industry alliances leading to a new paradigm of prosperity.

This year STTRA continues to work toward proving that a green industrial chain and the environment can coexist and prosper. Members of the alliance are researching environmentally-friendly, functional textiles, including green materials, green products and green manufacturing processes. From research and development to manufacturing and marketing, using green campaign promotion, they are echoing the concept of environmental awareness for our planet.

STTRA Members will be displaying renewable raw materials, processes, and end products, which will demonstrate the level of vertical



integration and cooperation of member companies. Nantex will display renewable spun polyester fibers (green PET)/wicking yarn; BJ Textile will show RPET high value green PET bottle recycling materials and Hongsheng tablets/ECO-PRO green yarn; Everest Textile and ITRI team up to show PU resin/functional fabric membrane; Taiwan Meizhao's nanoporous film and Everlight Chemical, Everest Textile and Well & David team up to exhibit protective clothing products; Junmay makes a waterproof breathable shoe using Tohitomo's green yarn woven screens which meet the European Oeko-Tex Standard. Jintex exhibited green technology that can reduce carbon emissions; KNH will exhibit a biological treatment system, micro-filtration efficient, high dissolved oxygen aeration disc; and Cannpox and HIYP will jointly show the use of non-woven insulation material for composite processing.

Green Formosa Plastics, Protecting the Earth

Formosa Plastics Group (D103) Exhibit at 2009 TITAS uses the idea of Green Formosa Plastics, Protecting the Earth as its theme. The theme highlights the fact that while Formosa Plastics Group develops high-tech, high-value, functional, and comfortable textile fiber products, it still devotes much attention to environmental responsibility.

2009 TITAS Formosa Plastics key projects:

Formosa Taffeta Co., Ltd.

1. Launched new textile processing Coldblack® technology that actively reduces the absorption of the sun rays and offers reliable protection from damaging UV rays.
2. New product WICKING WINDOWSTM – This is a finish application that increases the water wicking ability of cotton and introduces moisture control of cotton fabrics.
3. First in the world to deliver ultra-lightweight fabric with 10 Denier Nylon or Polyester as the material.



Formosa Chemicals and Fibre Corporation :

1. Launch of Formosa Chemicals and Fibre Corporation's newly developed high-humidity factor rayon cotton (Formotex), the world's second to go into mass production.
2. Medical grade non-woven rayon cotton production is one of the specialized products developed by FCFC.
3. FCFC's recycled nylon fiber has already received green certification and will be one of the featured

products at the 2012 Paris Olympics.

4. At the forefront to deliver high-quality, high-strength (7.0 g / Denier), ultra-lightweight 10 Denier nylon yarn. Formosa Taffeta Company Specializes in unique weaving, dyeing techniques, and development of lightweight functional fabrics.
5. Five kinds of healthy nylon fibers will be introduced featuring Nano energy, germanium ions, cooling effect, charcoal, and gold silk.
6. FCFC's materials, industrial textiles have many new developments and

applications. At the venue fire and fuel resistant materials, life jackets, geotextiles, tire cords, box nets, fishing nets, and diverse applications will be displayed.

Nan Ya Plastics Corporation :

1. Will launch environmentally-friendly biodegradable polyester APEXA that can be naturally broken down into CO₂ and water when buried.
2. Introduction of the PET bottle recycled fiber ECOGREEN made using Nan Ya Plastics' chemical and mechanical production methods.
3. Showing the "vision technology" of polyester fiber is a world's first in the gradual layering to change original silk.

Formosa Plastics Corporation: "Carbon Fiber" was created by the Tairyuan Department by putting silk through the carbonizing process

Formosa Plastics sincerely welcomes you to 2009 TITAS!

Formosa Taffeta and Green Formosa Plastics Protecting the Earth

Formosa Taffeta Co., Ltd. (D103) is world-renowned for its long-fiber weaving, dyeing, printing, and finishing techniques. In 2001, the company established a joint venture with leading high-tech textile company - Schoeller Textil AG of Switzerland to create Schoeller FTC (HK) Company, manufacturing and marketing a variety of cutting-edge, high-performance popular fabrics.



At 2009 TITAS, the whole exhibition hall will reverberate with the theme of "Green Formosa Plastics, protecting the Earth" continuing in the spirit of the 2008 TITAS Show which expressed Formosa Plastics love of the Earth through "energy saving" and "composite materials". This year will emphasize the development of Formosa Plastics technology products while still maintaining environmental responsibility. Formosa Taffeta, Formosa Plastics Corporation, Formosa Chemicals & Fibre and Nan Ya Plastics Corporation, Polyester Division will exhibit jointly and feature composite yarn and fabrics.

Formosa Taffeta will emphasize "ecology, environmental protection and energy conservation" as its theme this year and will exhibit under 10 major areas including:

- (1) ecology, environmental protection and energy saving textiles
- (2) ultra-lightweight fabrics
- (3) anti-velvet fabrics
- (4) breathable waterproof fabrics
- (5) high-tech functional fabrics
- (6) comfort textiles
- (7) Micro Fiber/imitation cotton fabric
- (8) Fashion Fabric
- (9) Schoeller® - FTC, and
- (10) protective clothing and industrial textiles.

Formosa Taffeta Company launched a new product this year, a special textile processing technology called Coldblack®, which can reduce heat accumulation; provide reliable anti-UV protection (at least UPF30 UV protection factor).

In the ultra-lightweight fabric category Formosa Taffeta will launch its 10 Denier Nylon or Polyester as a material with a unique, sophisticated weaving and dyeing technology. The manufacturing process produces a range of extreme ultra-lightweight fabrics with high-quality finishing.

Another new product is WICKING WINDOWSTM – a cotton processing method that creates quick-drying fabric that expunges water and perspiration to the surface. This causes the fabric and the wearer's body to remain dry and fresh. "Quick-drying cotton" fabrics suitable for all ages in general sports and leisure wear will be available.

A Miraculous Transformation by Far Eastern Textile

In a time of global green consciousness, world synthetic fiber and textile leader, Far Eastern Textile (A723) has made "green" and "renewable" the code words of its R&D this year. To this end, it has launched its TOPGREEN recycled PET bottles can be re-manufactured to have a variety of synthetic product applications and can be made into a variety of environmentally-friendly, functional textile products to fulfill Far Eastern Textile's energy-saving, carbon-reducing, green textile corporate mission.

The idea of recycling and renewability was the foundation for the development of the TOPGREEN recycled PET bottle yarn using recycled bottles as raw materials and processing through multiple environmentally-friendly production processes. Turning waste into new fibers not only saves resources, but also reduces carbon dioxide emissions by 20% to slow global warming. In addition, the Renewable Business Unit of Oriental Resources Development Limited under Far Eastern Group, is dedicated to the recycling of PET bottles including collection and separation to fiber production quality control and is aiming toward mass production of recycled bottle yarn while maintaining stability and quality to produce all kinds of synthetic products.



This autumn at the Taipei Innovative Textile Application Show, Far Eastern Textile's various departments will promote TOPGREEN introduce the theme of environmentally-friendly goods. In addition to all kinds of functional fibers like far infrared fiber, D&H triple-play fiber (anti-UV, anti-bacterial, moisture and perspiration absorption), the Synthetic Fiber Department will also launch the Environmental Film - FETretch®, a finished fabric laminate providing functional and environmental protection. FETretch® membrane is waterproof, breathable, and windproof for use in trench coats, sports shoes, tents, gloves, water sports materials, swimwear and hovercraft as well as protective work clothing for the medical and other industries. FETretch® passed bluesign® certification and conforms to EU REACH standards. The Spinning department will promote the ways TOPGREEN can be blended with other fibers, such as TENCEL®, MODAL®, and ORGANIC COTTON to provide customers with a variety of options.

Taiwan's New Functional Textile Products Dazzle the World

After one year's effort, Taiwan's textile manufacturers have once again fruitful achievements in product development. In TITAS 2009, many of these functional products will amazingly impress the international buyers.



suitable for uniforms worn at night or in the rainy and windy day.

Metaltech Industrial Co., LTD. (A1626), continues to promote fabric with wetness absorbance and quick dry and it also presents five new collections, including micro fiber, stretch fabric, multiple-functional dress materials. Mienshu Enterprise Co., LTD. (A1315), specializing in seamless curtain-sheer OEM, will present their advanced technology to extend the curtain up to more than three meters.



Southern Taiwan Textile Research Alliance, also known as STTR (D317), has been founded for three years and formally entered the fourth year. In the meantime, STTR is setting up the learning system for the textile composition in the southern Taiwan. Additionally, it integrates the industrial, official, academic and research resources. In this way, it can accelerate to upgrade the capability in R&D, as well as build a new platform for textile alliance, which has a strategic significance in the face of the current worldwide economic slow-down and sets a new role model of mutual beneficial alliance in the textile industry.

Tex Tile Enterprise Co., LTD. (A1519), introduces its latest lingerie product. According to the company, with its feature of high density and largest numbers of stitches, this fabric is extremely light-weighted and thin material for making lingerie, which will soon be a hot topic during the show. Taiwan Taffeta Fabric Co., LTD. (A1705), presents the dual purposes vest with light reflection and highly recognizable in the dark and also wind and water-proof, very



Cute Designs on the Reflective Materials to Attract Young Generation

Nowadays, the textile materials are required not only to be excellent quality and functional, but also they need to be attractive to meet the demand of young consumers. Some companies have implemented the young generation's creativity on the design of reflective materials.

Giftstar CO., LTD. (A1613), specializing in all types of labels, reflective and luminescent materials, introduces their new reflective materials by putting cultural ideas on the design, such as cartoon images of traditional gods. Also, the company put the Chinese writings of Fortune, Luck and Long Life on the labels to add some Chinese touch on the design. Giftstar expects these creative designs to win popularity from the young generation.

The professional reflective materials manufacturer Microlite Industrial Co., LTD.

(D430), is experienced in producing reflective materials. It is known for extra work reflective products such as reflective webbing. It also produces reflective filaments and reflective brand logos.

Pomp Accessories Co., LTD (D330), is a professional company manufacturing hot fix products, including aluminum studs and Rhinestone trimming Epoxy metallic fabric. This year, Pomp will introduce its new product named Mirror Cubic with 30 different colors as well as present its pyramid design.

Please visit these booths to see more creative products.



TIS Taiwan Functional Textiles Zone Certification label ensures quality

Modern consumers demand for apparel and home furnishings is not simply focused on what is popular, but on functionality, comfort, safety and health. Functionality cannot be easily seen or felt by a consumer and the products instead must be actually used. How can the product quality be discovered before purchase? With the support of the Ministry of Economic Affairs, the Taiwan Textile Federation has been planning for many years to promote the "Taiwan Functional Textiles" TFT certification label. This labeling system should enable functional textiles to be more clearly recognizable.



To help Taiwanese companies use the TFT label to get orders and to enhance the image of Taiwan's

functional textile products, the certification label has been registered in Taiwan, the United States, the European Union, Japan, mainland China and other countries and has been actively promoted at major international exhibitions every year. This year at the "TITAS 2009" a "Taiwan Functional Textiles" (A1124) will be established to display products and give visitors a chance to actually interact with the products and see how they function. In order to improve understanding and awareness of TFT certification services, manufacturers that have passed the certification will be invited to display products, including: TRUE YOUNG CO., LTD., TRI OCEAN TEXTILE CO., LTD., For more information, please see the website <http://tft.tffapporved.org.tw>.

Webbing and Zipper Accessories, Functional and Safety Guaranteed

The webbing, fastener, and zipper materials all are key factors to the safety in wearing clothes. For example, they can help prevent clothes from coming off or avoid any accident when wearing it. There are a plenty of Taiwan companies devoting in research and develop products to ensure their functions and safety.



(A1506), is known for making various types of belts, including fashion belts, military belts, safety belts and pet collars and leashes. The company will present the eco-friendly yarn webbing, which is as strong as the normal webbing. This eco yarn webbing is good for making backpacks and Yoga belts.

Taiwan Paiho Limited (D516), specializes in manufacturing touch fastener, webbing, shoelace, reflective materials, logos, recycled yarn and bamboo charcoal products. This year, the company introduces its new product named Special Light. This Special Light is combined with LED technology, which will attract many overseas buyers.

Horng Dah Zippers Co., LTD. (D631), produces mainly zippers, sliders and other related accessories. In TITAS 2009, Horng Dah introduces its newly developed products, including zippers which can be resist burning, water-proof zippers, anti-UV zippers, zippers which are very easy and fast to slide and the zippers with fluorescence.

Universal Webbing Co., LTD. Please visit these booths to see the products.

Lace and Embroidery Add a Romantic Touch to Women's Charm

Among the apparel materials, lace and embroidery are usually implemented in lady wear, especially the lingerie. These two materials always add the perfect finishing touch to the design. During TITAS 2009, Taiwan textile manufacturers specialize these two materials will introduce their new development.

famous for its embroidery and badge products, tries to find new dimension for the traditional products by turning flat embroidery into products such as key chains and three-D flowers, and even making greeting cards from badge.

To respond the fashion trend in the autumn and winter, Sunny Lace Co., LTD. (D229), proudly presents to the world its shiny lace fabric with gray as base color. This fabric is semi-transparent, creating a sensational effect. With the successful breakthrough in technology, the company is able to turn lace even lighter and thinner. Additionally, such a lace can also be used in lady fashion.

The embroidery fabric and the embroidery trimming made by Meichuan Tex Co., LTD. (A1414), are both soft and comfortable to feel. They are mostly used in designing lingerie, sleeping gown and wedding gowns, creating a lot additional value to clothes.

Dah Jeng Embroidery Inc. (D532), Please pay a visit to these booths for more information.