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Lenzing Introduces Modal Colors, Eco Rebranding Campaign

Austrian fiber maker **Lenzing** introduced a range of its **Modal** fiber in spundy colors, which reduces the environmental impact associated with traditional dyed techniques.

Lenzing Modal Color is available in black, red, blue, brown and beige. A wider range of shades can be achieved with cross-dyeing.



COLORFAST: Lenzing Modal Color is available in spundy shades of black, red, blue, brown and beige. A wider range of shades can be achieved with cross-dyeing. By embedding color pigments directly in the fiber, Lenzing Modal Color is more energy-efficient and more colorfast.

By embedding color pigments directly in the fiber, fabrics made with Lenzing Modal Color use up to 80 percent less energy and 75 percent less water (in jet dyeing) compared with traditional dyeing, according to the company. In addition, Lenzing Modal Colors are colorfast, even after repeated washing.

Lenzing Modal is produced using Lenzing's eco-friendly Edelweiss Technology. Produced in Austria from Austrian beechwood pulp, Lenzing Modal is carbon neutral, according to a 2008 lifecycle assessment of Lenzing fibers conducted by the **University Utrecht** in the Netherlands.

Plus, up to 95 percent of processing chemicals are recovered during the Lenzing Modal production process.

"We wanted to produce Lenzing Modal as an eco-friendly cellulose fiber and point out that particularly this fiber produced in Austria is produced to the best of our knowledge and belief and basically differs from other Modal fibers," said Dieter Eichinger, vice president of Lenzing's textile business unit. Lenzing Modal's entire production process, from pulp to fiber, is conducted at Lenzing's Austrian plant, enabling the company to recover and reuse excess energy and wood substances. Pulp production at Lenzing is "energy

self-sufficient" and generates energy for the entire Modal production process. Currently, about half of the pulp for Lenzing Modal is bleached with oxygen. The company eventually plans to have all pulp bleached in this manner.

"We are proud that Lenzing Modal is CO2 neutral. Born from our desire

to produce in an increasingly eco-friendly manner, we have developed proprietary production techniques. We have become pioneers in the design of wood organic refineries," Eichinger said. "This combination makes Lenzing Modal unique. Where else can you find Modal production which uses beechwood and operates in an energy self-sufficient manner, recovering 95 percent of the chemicals required in the process?"



ECO MESSAGE: To highlight its eco-friendly production, Lenzing recently changed its positioning for Lenzing Modal with the new slogan "CO2 Neutral Softness by Edelweiss Technology."

ates in an energy self-sufficient manner, recovering 95 percent of the chemicals required in the process?"

To further highlight its eco-friendly production, Lenzing recently changed its positioning for Lenzing Modal. The previous slogan, "Makes the World a Softer Place," has been

changed to "CO2 Neutral Softness by Edelweiss Technology."

"Lenzing Modal is much more than just simply soft," said Lenzing Marketing Director Andreas Dorner. "We wish to pay tribute to this fact and reposition the Lenzing Modal brand. Expanding the fiber's image from softness to eco-friendliness mirrors the changes in the demands from the marketplace. Today, customers not only seek a high-quality product, they want to be sure that it was produced in a fair and eco-friendly way."

In addition to Lenzing Modal, the company also produces **Tencel**. For more information, visit www.lenzing.com.—Alison A. Nieder

Crailar Flax Inks Deal With Kowa Co.

Crailar Technologies Inc., maker of **Crailar** flax and bast fibers, struck a fiber-supply agreement with 118-year-old Japanese company **Kowa Co.**

Founded in 1984 as a cotton wholesaler, Kowa Co. has grown into a diverse multinational corporation within the **Kowa Group**, which has operations in textiles, consumer products, pharmaceuticals, life sciences and machinery. After an evaluation of Crailar fibers, Kowa found uses for the fiber in its lifestyle divisions, including fashion, active apparel and domestic goods. The company will "begin fulfilling orders from Kowa beginning this quarter," according to a Crailar statement. The Kowa Group follows environmental objectives outlined by the International Organization for Standardization ISO 14001, the voluntary standard established to help companies create an environmental-management system to meet environmental goals.

"We are pleased to be working with Kowa Co. as it gives Crailar a strategic opportunity to demonstrate what 118 years of experience can bring to the advancement of sustainably

in textiles, fabric and apparel in one of the world's most discerning apparel and consumer-product markets," said Ken Barker, chief executive officer of Crailar Technologies. "Further, it provides Crailar another direct entry point into Asia that complements our current global partners, expands our footprint and points toward our long-term goal of a global supply chain."

Previously called **Naturally Advanced Technologies Inc.**, Crailar Technologies was founded in 1998 to provide environmentally friendly, socially responsible clothing. Strategic partnerships with Canada's National Research Council and Alberta Innovates-Technologies Futures grew the company into a developer of renewable and environmentally sustainable resources using flax, hemp and other bast fibers. Crailar uses a natural enzymatic process to "unlock the potential of flax fiber" while minimizing the environmental impact.

Today, the company is based in Vancouver and in Portland, Ore. For more information, visit www.crailar.com.—A.A.N.

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UL Opens Larger Testing Lab

Safety science company **UL** has moved its testing facility in Enfield, Conn., to a new, 48,000-square-foot, state-of-the-art facility.

The move doubles UL's Connecticut lab and increases its quality and safety-assurance testing capabilities to meet the growing demand by U.S. retailers and manufacturers for analytical, physical, performance and compliance testing, the company said.

The new lab is equipped with instrumentation for testing of consumer soft goods such as apparel, fabrics and textiles as well as hard goods such as jewelry, toys, small appliances and electrical equipment.

UL provides verification services for compliance testing to meet international, federal and regional regulations; safety risk assess-

ment; quality inspections; and social compliance and fair labor-monitoring programs.

"Our new Connecticut laboratory can now offer a greater volume of testing, more efficiently and across more product lines, while coordinating activities for U.S.-based customers using global UL consumer products labs for their testing needs," said Roy Lamothe, UL's vice president and general manager, consumer products, for North America. "We have precision laboratories positioned in key producing countries to service our customers with the highest integrity and through worldwide collaboration."

Founded in 1894, UL today has a network of more than 250 labs and facilities in 46 countries. For more information, visit www.ul.com/consumer-products.—Alison A. Nieder

Alvanon Bows Fit Form for Mexico

New York-based **Alvanon Inc.** introduced a new series of technical fit mannequins for the Mexico market at the recent at **Expo Production** in Mexico City.

The **Mexico Standard AlvaForms** were created based on Alvanon's analysis of the "Size Mexico" body-scan campaign, which included thousands of body scans conducted over the course of a year by Mexican apparel-industry chamber **CANAIVE** with the assistance of **Walmart de Mexico**, French software firm **Lectra** and **CVS Group**. The survey revealed the average weight, height and body measurements of Mexicans from 14 cities across the country.

Alvanon experts evaluated the population data—including the measurements, stature and posture—of the thousands of scanned participants. They used proprietary software that highlights key patterns and body-shape tendencies in the data. The process also includes integrating past standards and existing practices, no matter how divergent they might be, as well as their knowledge of human anatomy and patterns so the finished forms replicated the shape and posture of the human body. Once all of those elements were combined, Alvanon determined what the optimum body would be for developing a fit standard, enabling designers and manufacturers to create garments that best adhere to a region's dominant body shapes.

The AlvaForm Studio features two styles, a dress form and a torso form. Both are made with memory foam, wrapped in a stretch-cotton weave, and feature measurement lines.

The new mannequin forms are expected to save Mexico's apparel industry \$400 million by 2017 in reduced merchandise returns.

Alvanon uses sizing and product-develop-

ment strategies, body-scan research, and technological advancements to create fit solutions that ensure measurement among varied demographics. Maintaining accurate measurements helps increase efficiency and streamline product development.

The Mexican fit model is not the first international product conceived.

"Alvanon developed a U.K. standard set of fit forms for women in 2007, and the same year, we launched our EU Series of standard children's forms," said Edward A. Gribbin, Alvanon president. "We partnered with **IFTH**, the French apparel and textile federation, on the French standard for men and women in 2009, and we developed our own EU Series for men and women that year as well. In 2010, we launched our China standard series fit forms for men and women. In addition to our Mexico standards this year, we are launching a line of China infants' and children's standard forms and, in partnership with the **Hohenstein Institute** in Germany, we will unveil a line of men's and women's standards for Europe based on the recent Size Germany study. Next year we are planning to develop standard series fit forms for India and Brazil," Gribbin said.

Gribbin joined the company in 2006, launching the AlvaInsight strategic consulting division. Prior to Alvanon, Gribbin served as president of **Intellifit Corp.**, where he helped invent the Intellifit Body Scanner.

"Adopting the Mexico Standard fit solution will provide consumers with better-fitting garments," Gribbin said. "This will, in turn, help brands and retailers to improve conversion rates and sell-throughs while reducing returns and alterations."—Sarah Wolfson

Visual PLM Increases Illustrator Capabilities

Montreal-based **Visual 2000 International Inc.** has released a new version of its **Adobe Illustrator** plug-in for **VisualPLM.net** solution.

Visual PLM.net is a configurable, Web-based, "out-of-the-box" software solution to help companies manage all product information and processes, including images and colors, raw materials and components, merchandise and line plans, size and technical specs, sampling and costing, and time-and-action calendars.

The latest version "provides fashion and technical designers with more robust PLM [product lifecycle management] integration" with Illustrator with the addition of enhanced image management and product-editing capabilities.

"We are experiencing tremendous interest in our Illustrator integration tools. Both users and managers like the simplicity of interacting with the PLM system right from the familiar CAD interface," said Charles Benoualid, Visu-

al 2000 International vice president of research and development.

The update lets users attach Illustrator artboards to image blocks in PLM, preview and edit images in the plug-in, delete references of images in PLM products, and search images by "where used" in PLM, according to a Visual 2000 release. The new plug-in is free for existing and new VisualPLM.net users.

Visual 2000 International develops software solutions for the apparel, footwear and accessories industries. The company's flagship product, **Visual End-2-End Solution**, combines PLM with enterprise resource planning (ERP), supply-chain management (SCM), warehouse-management system (WMS), business intelligence (BI), sales force automation (SFA), customer-relationship management (CRM) and e-commerce capabilities to give retailers, brands and manufacturers "visibility and control across the entire concept-to-consumer fashion lifecycle." For more information, visit www.visual-2000.com.—A.A.N.

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U.S. Apparel Purchases on a Flat Course in 2012

U.S. consumers played it cautious last year when it came to clothing purchases, leading to a slight dip in apparel imports in 2012, according to the U.S. Department of Commerce.

Even though the U.S. economy grew at 2.2 percent in 2012, the United States saw garment and textile imports shrink 0.81 percent to \$100.5 billion for the 12 months ending Nov. 30. When measured by clothing units, apparel and textile imports dropped 0.45 percent to 53.8 billion-square-meter equivalents.

Clothing imports is an accurate indicator of how apparel is selling at stores because 98 percent of all garments sold in the United States are imported from overseas factories, according to the **American Apparel & Footwear Association**.

Even though many sourcing managers complained that labor rates were rising in China, that country of 1.3 billion people was still the No. 1 provider of apparel and textiles to U.S. stores last year. When measured by clothing units, it accounted for 47 percent of garments and fabric sold in the United States.

China sent \$40.4 billion in apparel and textiles goods to the United States for the 12-month period ending Nov. 30, compared with \$40.5 billion during the same period in 2011.

Vietnam, the No. 2 source of apparel to

the United States when measured in dollars, had been on a rapid-growth plan when it came to exporting. But that tapered off in 2012.

Vietnam's exports to the United States inched up only 0.13 percent to 3.13 billion-square-meter equivalents. When measured in dollars, exports jumped 5.8 percent to \$7.6 billion.

In terms of clothing units shipped, India is the second-largest exporter to the United States. India shipped 3.4 billion-square-meter equivalents in clothing and textiles,

U.S. Apparel Imports

	SMEs Nov. 2011	SMES Dollar Value Nov. 2012	Dollar Value Nov. 2011	Dollar Value Nov. 2012
World	54 bil.	53.8 bil.	\$101.36 bil.	\$100.5 bil.
China	25.2 bil.	25.5 bil.	\$40.5 bil.	\$40.4 bil.
Vietnam	3.12 bil.	3.13 bil.	\$7.17 bil.	\$7.6 bil.
India	3.3 bil.	3.43 bil.	\$5.92 bil.	\$5.9 bil.
Indonesia	1.8 bil.	1.76 bil.	\$5.3 bil.	\$5.16 bil.
Mexico	2.57 bil.	2.4 bil.	\$4.76 bil.	\$4.67 bil.
Bangladesh	1.8 bil.	1.75 bil.	\$4.7 bil.	\$4.6 bil.
Honduras	1.2 bil.	1.14 bil.	\$2.66 bil.	\$2.54 bil.

Source: Office of Textiles and Apparel, Dept. of Commerce
SME = Square-Meter Equivalent

up 3.6 percent from the previous year and more than Vietnam's unit total. But India was behind Vietnam in the dollar value of its exports. In the 12 months ending Nov. 30, India exported \$5.9 billion in apparel and textiles, a 0.82 percent decrease over the previous year.

Other major apparel and textile shippers to the United States in 2012 included Indonesia, Mexico, Bangladesh and Honduras.

—Deborah Belgium

East Coast Port Strike Averted With Tentative Deal

After months of negotiations, a potentially crippling strike at 15 East Coast and Gulf Coast ports has been avoided after negotiators representing longshore workers and shipping companies agreed to a tentative deal on a new six-year contract.

The contract now must be approved by longshore workers—whose last contract expired at the end of September—and shipping lines and port associations. In addition, agreements must be reached between individual longshore-union locals and individual ports from Maine to Texas.

The conclusion of a successful bargaining session was announced late the night of Feb. 1 by George H. Cohen, director of the Federal Mediation and Conciliation Service. Federal mediators had been overseeing the talks since September between the **International Longshoremen's Association**, which represents 14,500 longshore workers, and the **United States Maritime Alliance**, which represents shipping lines, terminal operators and port associations.

"I can report that the tentative agreement reflects the culmination of good-faith negotiations in which the parties successfully accommodated strongly held competing positions because of their commitment to problem solving," Cohen said in a statement. "Again, collective bargaining has proven its worth by avoiding a potential work stoppage that would have had a severe negative impact

on the nation's economy."

Talks had been looking rather precarious for a while. Negotiations broke down Dec. 18, when both sides failed to resolve a major hurdle over container-royalty payments. The U.S. Maritime Alliance wanted to cap the payments, which are based on every container moved through the ports. Longshore-union negotiators prevailed by keeping the container-royalty payments up for increase. Those payments now amount to about \$15,000 a year to every longshore worker.

Many apparel manufacturers and retailers had made contingency plans to divert their cargo to West Coast ports when the possibility of a strike drew nearer. The deadline for the latest talks had been set to expire at midnight on Feb. 6.

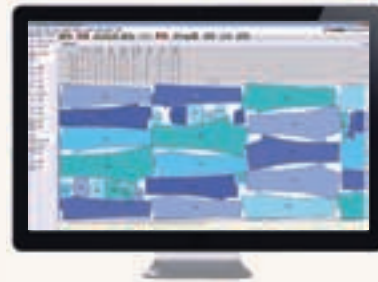
The **American Apparel & Footwear Association** welcomed the announcement of a new tentative agreement. "I applaud all parties for their efforts to overcome their differences. This tentative agreement restores the predictability the 4 million U.S. apparel and footwear industry workers in our industry count on to ensure all Americans have access for affordable and fashionable clothes and shoes," said Kevin Burke, AAFA's president and chief executive.

Burke noted that 98 percent of all apparel and 99 percent of all footwear sold in the United States is imported from overseas.

—D.B.



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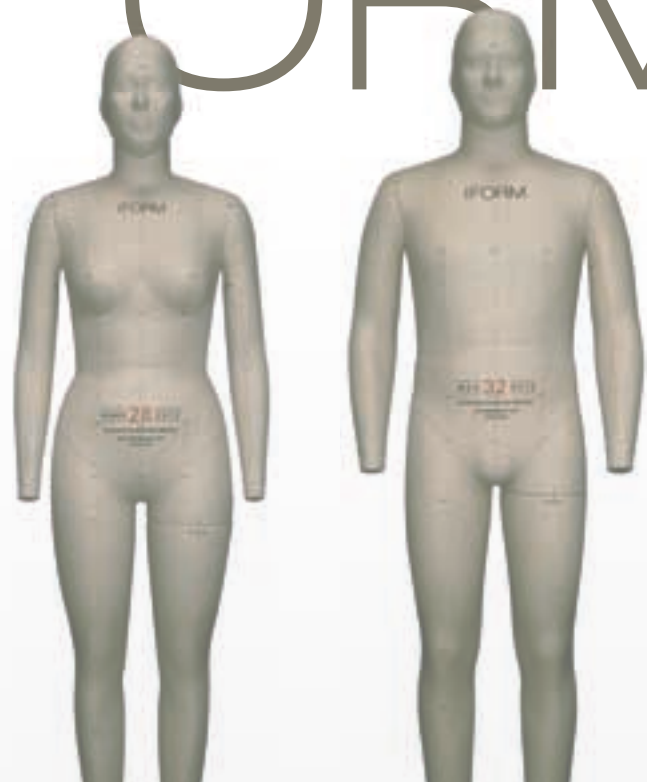
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So Cal Ports Spending Big on Infrastructure to Compete

Cargo-container volumes at the ports of Los Angeles and Long Beach have been on an even keel lately as the economy slowly recovers.

But the **Port of Long Beach** expects that to change.

At the annual "State of the Port" address on Jan. 31, Port of Long Beach Executive Director J. Christopher Lytle announced that the world's second-largest ocean cargo line, **Mediterranean Shipping Co.**, is doubling its presence on Long Beach's docks.

The Swiss shipping line is purchasing a stake in the leasehold for marine terminal operations at Pier T, the port's largest cargo container. Until the announcement, Pier T was operated principally by **Total Terminal International**. The new deal gives MSC access to 5,000 feet of berthing space and more than 96,000 feet of rail track.

"MSC already has an interest in Pier A, but this decision makes Long Beach the carrier's West Coast hub, ensuring it will move more cargo through our port," Lytle said.



Port of Long Beach, pictured above, and the Port of Los Angeles are on a growth track.

MSC had been docking its ships at the **Port of Los Angeles**, but at the end of 2012, it decided to switch to the Port of Long Beach.

The news of Mediterranean Shipping's stake in the pier comes weeks after the Port of Long Beach announced that French shipping line **CMA CGM**, the world's third-largest ocean cargo carrier, had purchased a stake in operating Pier J in Long Beach.

The two new deals mean that Mediterranean Shipping and CMA CGM will make the Port of Long Beach their exclusive gateway in Southern California.

Both shipping lines operate megaships that carry more than 12,000 cargo containers at a time. The *MSC Beatrice* can carry 13,798 containers—over 70 percent more than the typical megaship of a few years ago.

The Port of Long Beach can easily accommodate megaships because of its naturally deep harbor of 50 feet, the depth needed for megaships to sail through.

In addition, the Port of Long Beach broke ground in January to replace the Gerald Desmond Bridge, which connects the city of Long Beach to Terminal Island, where many of the port's piers are located. A new and higher bridge will allow bigger ships to pass under it.

Meanwhile, at the Port of Los Angeles, officials announced in January that they had broken ground on a new rail yard that will enable shippers to transport more containers by trains rather than truck, eliminating 2,300 daily truck trips.

The new rail yard is being funded with \$16 million in federal grant money, \$51.2 million from the State Proposition 1B Trade Corridors Improvement Fund Grant and \$22.1 million from METRO-awarded federal funds. The port is investing \$48.37 million from its harbor-revenue funds.

Both ports are trying to stay as competitive as they can as they face more national and international competition from ports vying for more business.

When the Panama Canal finishes its expansion project in 2014, many vessels carrying goods from Asia to the East Coast might bypass Southern California's ports and travel an all-water route when a wider canal is able to accommodate larger cargo-container vessels.

Currently, the Panama Canal can only handle ships carrying no more than 4,800 cargo containers.

Also, ports in Canada and Mexico are expanding to handle more trans-Pacific cargo that can be shipped by rail or truck to the United States.

Still, the ports of Los Angeles and Long Beach account for a little more than 40 percent of all cargo containers sent from Asia to the United States.

In 2012, the Port of Los Angeles processed 8 million cargo containers, up 1.7 percent from the previous year. The port's all-time record was set in 2006, when 8.5 million cargo containers passed through its docks.

The Port of Long Beach saw cargo-container volumes hit 6 million in 2012, down 0.3 percent from the previous year. Its previous high for cargo volume was in 2007, when 7.3 million containers passed through the docks.

—Deborah Belguem

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ShiningHub: Your One-Stop Sourcing Shop

Economics may be turning American apparel manufacturers' eyes far east, but for many, the prospect can be a daunting one. Without the resources to set up an overseas production office, without contacts or even understanding of the process, a manufacturer can find him- or herself on the outside looking in, unable to take advantage of the opportunities China offers.

Justin Chen saw an opportunity to find a system to help foreign buyers navigate the often-complex arena of Chinese production. It certainly is an area he knows like the back of his hand. With 20 years' experience in international apparel and textile trade and manufacture, and as owner of a trading company and two apparel factories, Chen shrewdly figured there was a real need for a full-service middleman—a "creative third-party service provider," as he puts it, "to help the large amount of medium and small buyers all over the world to do better, safer, and more profitable business in China." That third-party service provider is ShiningHub.

ShiningHub's colorful moniker, Chen explains, means "a shining hub for business people to make friends and do better business through the transparent, highly efficient platform provided by ShiningHub. It is like your smart buying office, doing all the work needed to protect buyers' interests." Chen has equipped ShiningHub, which he founded in 2010, to address all of the critical sourcing and manufacturing issues facing

Manufacturers can choose a single service—the online bidding function, for example—or soup-to-nuts order-to-delivery.

How it works is simple. An American apparel manufacturer at no cost registers as a buyer on the ShiningHub website. The manufacturer then has a choice: post on ShiningHub's free online

manufacturer finds the right fit for the product. The manufacturer can then place an order directly with the factory online. Once an order is placed, the manufacturer can track the order online, or



ShiningHub.com launch ceremony

“Many customers have helped to promote ShiningHub after using its services, they are so satisfied with them”

**—Justin Chen,
Founder, ShiningHub**

bidding service an inquiry for production of a certain item—cotton T-shirts, for example—or authorize ShiningHub through its sourcing consultancy service to find suitable Chinese factories. The manufacturer then receives a series of bids from interested factories, often within 24 hours of posting the inquiry online, and can place orders directly with the factory. After the manufacturer selects potential factories, he or she can use ShiningHub's factory evaluation and audit serve, which informs the manufacturer of the factories' production capacity, social compliance, and other pertinent information, ensuring the



UK Fashion and Textile Association

ShiningHub can pursue the follow-up through its order control service with representatives checking and assessing all samples before production, updating production status, and making initial, inline and final quality control inspections. ShiningHub can also provide logistics support, delivering goods directly to the manufacturer's destination of choice, consolidating shipments with other manufacturers to get the best shipping rates possible.

Word of mouth is quickly spreading about ShiningHub, whose American customers number about 60 percent, says Bert Ma, sales department manager. More to the point, Ma continues, more than 80 percent of the factories registered on the ShiningHub website have experience with the American market. And those customers are happy, says Chen. "Many customers have helped to promote ShiningHub after using its services," he says, "as they are so satisfied with them."

ShiningHub will be represented at Sourcing at MAGIC at Booth 67639 in the service area.



CPD, Dusseldorf, Germany, with famous singer and designer Babara Bonney



Hong Kong Fashion Week

a foreign apparel company, and he does so in an Internet-friendly environment coupled with boots on the ground to personally shepherd orders through. With thousands of registered factories in its database, ShiningHub represents a way for American manufacturers to reap the benefits of Chinese production with the expertise and savvy of a seasoned native staff and without the expense, start-up costs, and learning curve of establishing a foreign office.

With Chen intending ShiningHub to be a "one-stop solution," services offered include a free online inquiry bidding system, sourcing consultancy, quality inspection, factory evaluation and audit, order control, a free online order control system, logistics, payment escrow, travel assistance, and trademark registration.

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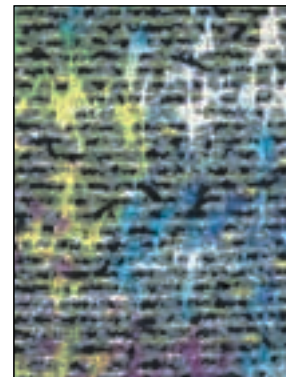
Digital prints meet organic patterns to create modern textiles rendered in neon shades and holographic embellishment.



Pine Crest Fabrics #BDPO54C1 "Mixed Media"



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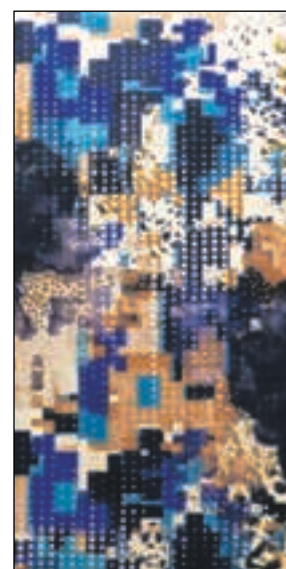
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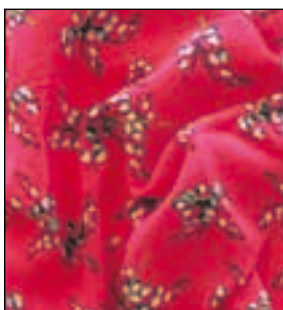
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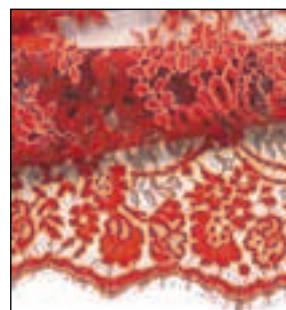
Robert Kaufman #AVO-13431-203 "Celebration"

Peony

Rich petal shades of peony pink provide a background color for pretty floral sprays and laces or an accent color for abstract art prints.



Textile Secrets International Inc. "20 Days"



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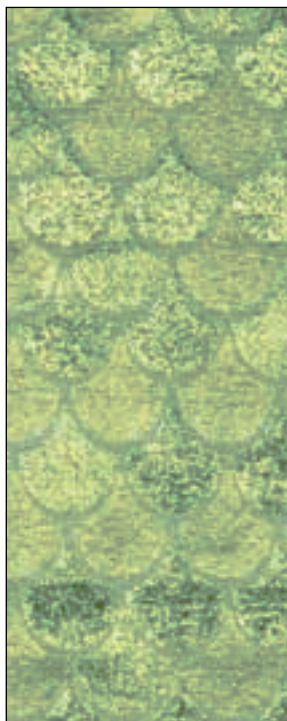
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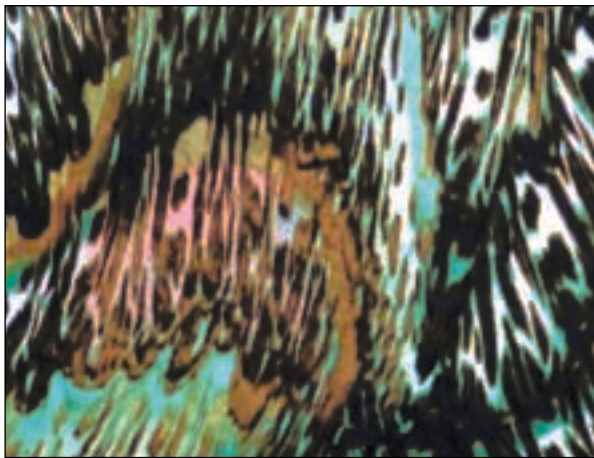
Liquid shades of green and blue are accented with dark shadowy tones to create the effect of light rippling along a watery surface.



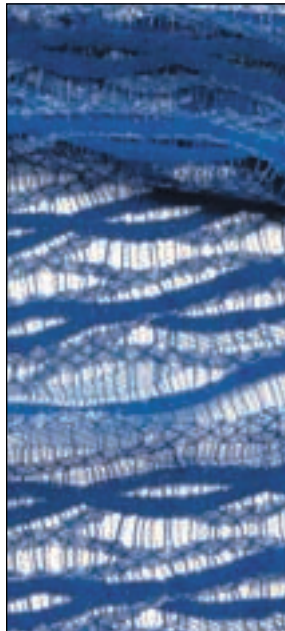
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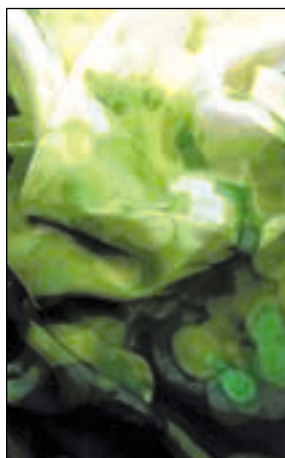
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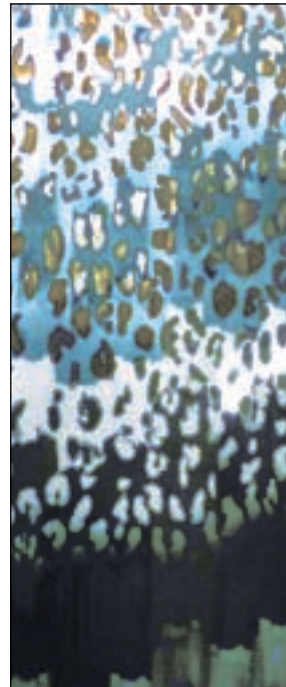
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www.asherconcepts.com
sales@asherconcepts.com

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Contact: Bill or Anna Tenenblatt
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Contact: Shari Rezai, President; Ron Cueto, Operations Manager
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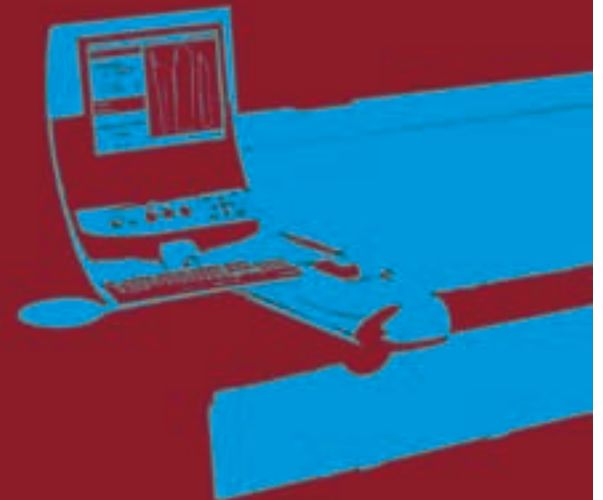
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Union Knopf

463 Seventh Avenue, Suite 1304
New York, NY 10018
Contact: Christopher Frost, VP of Sales & Marketing
(516) 445-5516
chris@unionknopf.com

Products and Services: Union Knopf is the innovative global partner for the leading designers and international manufacturers in all segments of men’s and women’s fashion from elegant to sporty. We provide fashionable and economic solutions for buttons, buckles, and accessories for jeans, suits and jackets, shirts, and knitwear. Our proven fashion expertise and the local integration of design, production, and customer support allow multiple customer-specific solutions with high aesthetic and qualitative claims. We work with our international partners to assist our customers and are therefore on the spot to accompany and support them in the global activities.

texprocess

Texprocess

Ludwig-Erhard-Anlage 1, 60327
Frankfurt, Germany
(770) 984-8016
info@usa.messefrankfurt.com
www.texprocess.com

Products and Services: Texprocess, being held June 10–13 in Frankfurt, Germany, will bring the largest and best sewn products and equipment trade show of its kind. Meet with leading international manufacturers presenting their latest machines, processing, and services for the sewn-products industry.

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