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MARCH 2012

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AM4U Unveils On-Demand
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Sourcing & LA Textile Resource Guide

Brush Up on Business, Fashion Trends at L.A. Textile Show

Registered attendees at the March 26-28 run of the **Los Angeles International Textile Show** at the **California Market Center** will have access to a slate of free trend and business seminars organized by the CMC, **Fashion Business Inc.**, **AIMS** and the **California Fashion Association**.

Among the trend-forecasting services hosting events are **Mudpie**, **Design Options**, **WGSN**, **Stylesight** and **Fashion Snoops**. And **Lenzing** and **Cotton Inc.** will present the latest fabric innovations.



March 26

"Retail/Fashion Merchandising Math," presented by Henry Cherner, AIMS
CMC Suite A1169
10 a.m.-11 p.m.

"Mega Trends & Key Womenswear Directions, Spring/Summer '13," presented by Stylesight
CMC Penthouse, Suite 19
10:30-11:45 a.m.

"EDI Made Simple," presented by eCssh, AIMS, Progressive Label and Innovative Systems
CMC Suite A1169
11 a.m.-12:30 p.m.

"What a Buyer Wants From a Young Designer," presented by Global Purchasing Companies
CMC Penthouse, Suite 19
12:30-1:45 p.m.

"Spring '13: The West Coast Perspective," presented by Design Options
CMC Penthouse, Suite 19
2-3:15 p.m.

"Creative Vision: Spring/Summer '13 Trend Seminar," presented by Mudpie
CMC Penthouse, Suite 19
3:30-4:45 p.m.

March 27

"Retailing & Wholesaling Online," presented by AIMS & Focal Technology
CMC Suite A1169
10-11 a.m.

"Macro-Trends S/S '13 + A/W '13/'14 Preview," presented by WGSN
CMC Penthouse, Suite 19
10:30-11:45 a.m.

"Remote Order Entry on Your iPad," presented by AIMS
CMC Suite A1169
11 a.m.-noon

"Building a Brand, Market Niche & Brand-Protection Issues, Including Sales from Ground Zero," presented by Fashion Business Inc.
CMC Penthouse, Suite 19
12:30-1:45 p.m.

"Spring '13 Knit Innovations by Lenzing"

CMC Penthouse, Suite 19
2-3:15 p.m.

"Why Guatemala? The Duty-Free Sourcing Hub," moderated by Walter Wilhelm, chairman, Walter Wilhelm Associates, with panelists Tony Malouf, Tejidos Corporativos; Sergio De La Torre, Guatemala minister of economy; Carlos Arias, Denimatrix Guatemala; Enrique Segarra, Accesorios Textiles; Vince Iacopella, The Janel Group; Jaime Diaz, PRONACOM; and Gabrielle Sampietro, former industry executive from Burton, Ashworth and Kellwood
CMC Penthouse, Suite 19
3:30-4:45 p.m.

March 28

"Maximize & Expand Your Brand Identity," moderated by Ilse Metchek, president, California Fashion Association, with panelists Staci J. Riordan, Fox Rothschild LLP, and Moshe Tsabag, Velvet Heart

CMC Penthouse, Suite 19
10:30-11:45 a.m.

"Zero to Sixty: How to Take Your Line From Idea to Sale," presented by Afigo
CMC Penthouse, Suite 19
12:30-1:45 p.m.

"Ladies' & Juniors Trend Direction for S/S '13," presented by Fashion Snoops
CMC Penthouse, Suite 19
2-3:15 p.m.

"Trademarking Your Brand," presented by Fashion Business Inc. and Arlene Battishill
CMC Suite A792
3-4 p.m.

"Cotton: Inspiration for Fabric Developments," presented by Jeana Hatch, manager, product development, Cotton Inc.
CMC Penthouse, Suite 19
3:30-4:45 p.m.

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AM4U Unveils Demand-Activated Manufacturing Technology

By Deidre Crawford Technology Editor

When I was invited to view a demonstration of a new apparel technology at **California Polytechnic State University** in Pomona, I wasn't sure exactly what to expect. I assumed it would be a clunky piece of machinery accompanied by a **PowerPoint** presentation and possibly a few sample products of what the machine could produce. What I didn't expect was a full bodyscan and a custom-made garment designed from scratch and shipped to my office in less than four hours.

Bill Grier, the founder and chief technology officer of **Critical Mass Manufacturing**, teamed up with **Styku** virtual body-scanning, **Tukatech Apparel Technology**, **AIMS** apparel management system and **Eton Systems** to launch a project aimed at directly connecting consumers to manufacturing, or "demand manufacturing."

The project is titled **AM4U**, which stands for "apparel manufacturing made for you."

The companies came together with Cal Poly Pomona's Apparel Merchandising and Management program to work on the project, hoping to find a solution to waste and overproduction in the apparel industry.

Bud Robinson, a Cal Poly Apparel Merchandising and Management Advisory Board member who formerly served as president of **Levi Strauss International** and executive vice president of **Gap Inc.**, had invited me to see the debut of their latest innovations.

"You're the star of the show today," Grier said, ushering me to my place in front of a scanner amidst a host of film crews capturing the process.

I took my spot in front of the depth scanner, a slim, black **Microsoft Kinect** box that was mounted to a pole to capture my full-body image. I held still, and it scanned my body, within minutes creating a 3-D avatar based on my proportions and displayed on a computer screen.

I was told to pick out the color and style of the shirt that was going to be created for me, while an assistant modeled my virtual-shirt selections on my avatar. I wanted to see what the technology was capable of, so I chose a combination of a turquoise body with blue camouflage sleeves and a gold university seal on the front.

"Remember, what you choose on the screen is what it's going to look like in person," I heard someone yell from the back, likely questioning my fashion choices.

The assistant recorded my selection online and then sent it off to Critical Mass, located 25 minutes away in Rancho Cucamonga, to be manufactured. Once the fabrics were dyed, the material would be driven to the school and cut and sewn together to make the garment. (When the project launches to the public, the fabric dyeing and manufacturing will all be done in one location.)

"We're at one hour and 17 minutes!" Grier yelled across the room after receiving a phone call from his factory updating him on the progress.

The excitement from the team was palpable as they anxiously waited to see their labor come to fruition in the form of their first customer-ordered, custom-made and custom-designed shirt.

The material arrived in less than three

hours—breaking earlier records—and the team began cutting and sewing, keeping an eye on the clock. Shortly afterwards, the garment was completed and shipped to my office, totaling fewer than four hours from the time my body was scanned until the garment was designed, ordered, manufactured and shipped.

Speeding to market

Critical Mass' Grier said the AM4U concept represents a huge shift for the apparel industry.

"It's switching supply and demand to demand and supply," Grier said.

Grier has developed a new process for dyeing fabric that operates with digital printing, does not require any liquids, and enables him to dye, print and imprint only the amount of fabric needed, all on one machine, with a quick turnaround. This process eliminates overestimated production runs and excess inventory, he explained.

"There are no minimum [orders], so you can change on the fly and produce every garment separately and at manufacturing speeds," Robinson added.

By producing only the amount of apparel that's sold, retailers can avoid losing money on excess production and no longer have to depend on cutting labor to reduce costs, which could help bring textile jobs back to the United States, Grier explained.

"High-profit production apparel creates a high enough margin to return the jobs and industry back to the U.S.," he said.

In addition to speeding up manufacturing and reducing excess production, companies also save time by not having to stop manufacturing to clean the dye presses, he explained.

"We can provide high-speed manufacturing and manufacture 6,000 tops a day, and we don't have to stop to clean the machines."

Digital printing also allows customized orders to

be manufactured without inventory, a "zero-inventory production system." The entire inventory of a 10,000-square-foot warehouse can fit on one CD in the form of virtual merchandise, Grier said.

Currently, the apparel industry uses less than 2 percent digital printing, according to Lee Newsom, a Cal Poly Apparel Merchandising and Management Advisory Board member who is involved with the project.

With made-to-order manufacturing, customers who possess scanning technology can design and buy custom-made apparel online from home and have their merchandise delivered to their doorstep.

The group's goal is to have a garment made in four hours or less from the time the order is placed and have it delivered within three days.

AM4U expects to offer roughly 20 different styles and color options that can be customized by customers or retailers and ordered online and manufactured one at a time, Robinson said. Currently, the print and dye technology only work with man-made polymers, such as nylon and polyester. The system is 12 to 18 months out from launching to the public for orders.

➔ Demand-Activated Manufacturing page 6



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Emsig Manufacturing: Right on the Button

There's probably nothing Larry Jacobs loves to talk about more than buttons. "If I start on buttons," he sighs, "I can't stop talking." Which is interesting, he notes. "In buttons I discovered that no one pays attention until you lose them or they break. But there's more buttons in your house than nails in your walls."

Talking about buttons, thinking about them, living, breathing, selling buttons has been Jacobs' life for the past 59 years, since he married into the Manhattan-based Emsig Manufacturing company—the third of four generations presently running the company.

Emsig, founded in 1928 by the Austrian immigrant Emsig family, began as a purveyor of celluloid collar stays and grew to dominate the industry with its technological innovations.

Reading the Emsig history is reading the history of an industry: the first enameled steel work shirt buttons, introductions of buttons made from casein, phenol formaldehyde, urea, the revolutionary melamine and twin-faced melamine, sew-through shank buttons and the first sew-through but-

tral America, producing some 400,000 gross weekly for manufacturers worldwide, and military buttons used by the U.S. Armed Services. Jacobs thought big. "If you have a place in New York, you can do a lot of business in a few blocks," he says. "But I thought, you have to think global. If they were doing business on the moon, you'd had to have a small place there. That's how you have to think."



Brilliantly, Jacobs realized early that when American apparel went overseas for production, Emsig had to get over there pronto. "You need to be local to compete with the locals," he says. It took a knee replacement operation for Jacobs to think up the antibacterial bio-tech buttons as he watched hospital personnel finger their coats. Approached by Conservation International, Jacobs and Emsig played a key role in bringing back the Ecuadorean tagua nut industry to stem rainforest destruction.

Today, Emsig remains as vital as ever, and reaching out to new customers. "I want them to know why we are different from our competitors," Jacobs says. "Our goal is to earn the right to sell a guy, by quality, performance, and sometimes price. I want to be a partner with these people. Making materials, developing—nobody does that today. We've built our company over the years by developing and meeting the desires and needs and ideas of customers. We have the knowledge and ability to do it."

"The majority of people in the button business today are merchants, they buy and sell, but they've never made anything. There's a place for people like that—I'm not mad at them. But we are different."

"In buttons I discovered that no one pays attention until you lose them or they break. But there's more buttons in your house than nails in your walls."—Larry Jacobs, President & CEO, Emsig

ton feeder, molded polyester, super durable buttons, "bio-tech" melamine buttons that restrict the growth of viral and bacterial organisms, and 100 percent recycled buttons made from recycled factory materials. "You have to think going forward," Jacobs says. "Change happens. The whole job is really creating and marketing."

And that is how Jacobs, the voluble and charismatic president and CEO of Emsig for the past 40 years, grew a small Manhattan business into a global powerhouse that boasts overseas facilities in Hong Kong, China, New Delhi ("any place with a billion people has a growth opportunity"), and Cen-



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TECHNOLOGY

GTM Sportswear Selects NGC for PLM and Supply-Chain Management

GTM Sportswear, a Manhattan, Kan.-based manufacturer of custom and embellished team sportswear, has selected NGC Software's **Extended PLM** software for PLM and supply-chain management and global sourcing.

The company selected NGC's Extended PLM and material resource planning software, along with forecast-management software from **Demand Management**, NGC's sister company, to help manage its growth and improve the company's forecasting, inventory management and production-planning capabilities, as well as streamline its design, production and quality-control processes and ensure rapid turnaround.

The apparel company specializes in customized and embellished team sportswear, which can include sequins, screen printing, sublimation printing and other advanced techniques. Speed and having merchandise in stock are crucial because GTM's business depends on having blank merchandise available when customers need it, since the company is committed to processing and delivering orders in less

than 14 days, complete with embellishment and customization.

"We think this collaboration will help us to progress in the areas of forecasting, demand planning, materials resource planning, PLM and supply-chain visibility," said John Windham, vice president of sourcing for GTM Sportswear. "GTM continues to experience dynamic growth, and our mission to deliver world-class customer service is dependent on our ability to position our inventory to meet our customers' needs. This software solution will allow us to continue that growth and provide scalable supply-chain execution to service both an increase in volume and uninterrupted improvement in our customer service."

NGC's software will also help GTM manage the process of requesting, tracking, approving and sending the General Certificate of Conformity (GCC) and Certificate of Compliance (COC) documents, which are mandated by the Consumer Product Safety Improvement Act (CPSIA).—Deidre Crawford

Amazon Acquires Robotics Company Kiva Systems

E-commerce giant **Amazon.com** is acquiring robotics company **Kiva Systems Inc.** for approximately \$775 million.

The North Reading, Mass.-based Kiva Systems—which is known for its mobile robots that organize and ship online products from e-commerce warehouses—will be acquired by the Seattle-based online retailer to aid the large number of workers used to run Amazon's shipping centers. Kiva Systems was recently named by *Fast Company* magazine as one of the "World's 50 Most Innovative Companies."

The acquisition is expected to close in the second quarter of 2012, and Kiva Systems' headquarters will remain in North Reading, Mass., according to a statement by Amazon.

"I'm delighted that Amazon is supporting our growth so that we can provide even more valuable solutions in the coming years," said Mick Mountz, chief executive

officer and founder of Kiva Systems.

Fleets of the robots are used to differentiate and organize apparel, footwear, cosmetics, skin care, hair products and other merchandise, as well as to deliver pallets and cases to operators in warehouses and distribution centers. The idea behind the mobile robots is that "any item can be delivered to any operator at any time," according to Kiva's website.

"Kiva's technology is another way to improve productivity by bringing the products directly to employees to pick, pack and stow," said Dave Clark, vice president of global customer fulfillment at Amazon.

Upon news of the buy, shares of Amazon rose more than 4 percent during March 20 trading, according to the **Dow Jones** newswires.

Kiva's robots and technology are already used by companies such as **Dillard's**, **Timberland**, **Gap Inc.** and **Estee Lauder**.

—D.C.

Gloria Jeans Corp. Embraces FastFit360

Gloria Jeans Corp., one of Russia's largest retailers and a leading manufacturer of denim garments in Europe, is deploying **FastFit360's** cloud communication platform across its global operations this month.

The FastFit360 studios platform is being installed in the corporation's headquarters in Russia, Ukraine and Shanghai, and it is expected to expand to other countries in the near future, according to Jodee Talley, director of marketing for the Las Vegas-based FastFit360.

The software allows businesses to capture, share and annotate product data, allowing for easier collaboration on the development of garments. The cloud-based solution was designed specifically for the apparel industry in order to create a single location where supply-chain partners, designers and executives can track production progress from inspiration to pre-

production samples without the expense typically associated with prototyping, sampling, shipping, travel and global collaboration. Because it is cloud-based, there are also no local data processing or storage requirements.

The system allows participants to view 360-degree images or extremely detailed close-ups of their entire collection anywhere in the world, through any Internet-connected device, including mobile phones and tablets.

Macy's and **Ralph Lauren** are two apparel companies that have already employed the FastFit360 implementation.

Gloria Jeans Corp. was founded in 1988 and is one of Russia's fastest-growing retailers, with 300 retail stores, 10,000 employees and 11 factories. It offers children's and adult apparel under the **Gloria Jeans** and **Gee Jay** brand names.—D.C.

Demand-Activated Manufacturing Continued from page 4

Mass customization in the classroom

Cal Poly Pomona brought in a scanning technologist from **Kansas State University** five years ago, which is also when they met Grier and became aware of his work in demand-activated manufacturing.

The school is building a model plant with the complete supply chain, including a new conveyor system developed by Eton Systems to accommodate mass customization.

"A quicker unit-production system reduces production time from days to hours and hours to minutes. It can do one unit at a time, and each unit can be tracked as an individual item," explained Per Bringle, president of Eton's U.S. support operations.

Peter Kilduff, the chair of Cal Poly Pomona's Apparel Merchandising and Management Department, said the project is part of his larger vision for the university.

"We wanted to build the technology here," he explained. "Scanning and mass customization in apparel manufacturing is part of the future, so we need to be a part of that." ●

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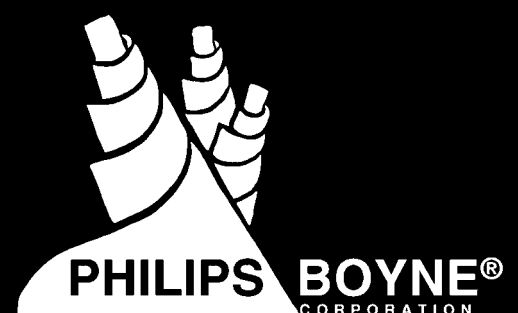
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Bella Dahl Introduces New Tencera Fabric

Los Angeles-based contemporary line **Bella Dahl** launched last year with a collection of jeans, tops and dresses in “super-soft” fabrications and wash treatments.

“Nothing in the Bella Dahl line can be in the line unless it’s super-soft,” said Kerry Jolna, president of **EMJ Apparel Group**, owner of the Bella Dahl brand.

Recently, the company took the super-soft concept further with the launch of **Tencera**, a proprietary fabric and wash treatment made from Tencel.

Created after a year of development, Tencera’s fibers go through several “breakdown” processes at the mill followed by a special wash that

gives Tencera its ultra-soft, “very slick” hand and drape.

“It’s a special Tencel that we’re using. It has a construction and property that’s a little bit different from most Tencel products out there,” Jolna said. “It has a very soft, very slick hand” and “much more drape.” “Working with the mill, we were able to go through a series of breakdown processes that brings [the fabric] to the color we want, brings it to the soft hand that we want, softer than Tencel



normally is. It softens up the product that much more and gives it drape and gives us the color and hand and pile that we want on the fabric.”

Tencera is used for Bella Dahl tops, dresses, rompers and bottoms. The company recently introduced the same construction of Tencera in PFD colors, as well.

“When the customer touches the product, they go crazy for it,” Jolna said.

Among the retailers already carrying Bella Dahl’s Tencera pieces

are **Bloomingdale’s**, **Nordstrom**, **Anthropologie** and **Kitson**, as well as 600 specialty stores.

“Tencera has sold like crazy at re-

tail,” Jolna said. “We can’t keep the product on the shelf. Some stores are going on automatic replenishment. We’re ramping up our production to keep up.”

The retail and customer response has been a welcome surprise, Jolna said. “We didn’t expect this to hit this hard, this fast,” he said. “This is like rolling back to the ’80s, when the ’80s were wild and crazy.”

For more information about Bella Dahl’s Tencera pieces, visit www.belladahl.com.—Alison A. Nieder

Clariant Breaks Ground on \$130 Million Facility

Swiss chemical company **Clariant** recently broke ground on its new, nearly 400,000-square-foot **Clariant Innovation Center** at the **Industriepark Höchst** in Frankfurt, Germany.

Clariant is the maker of **Exolit OP** flame-retardant products.

The new facility will house an innovation office and lab where approximately 500 researchers will be employed, as well as the company’s new business development, intellectual-property management and patent departments.

The open-plan, 100 million euro (approximately \$130 million) space was designed by German architecture firm **HPP** to “enhance chemical research and development of application-specific laboratories and technical marketing functions for different business units.”

“Innovation is the foundation of the future, both for individual companies and society as a whole,” said Clariant Executive Committee member Christian Kohlpaintner, who oversees research and development. “I hope that the bright and transparent rooms will not only be the birthplace for new ideas that flourish and grow but also provide the environment for an inspiring exchange between our researchers and technicians, as well as with their partners in the fields of science and industry.”

Kohlpaintner said Clariant has set a goal to focus on “mega trends,” such as functional materials, energy efficiency and renewable raw materials. The Frankfurt location was chosen to provide access to R&D resources, said Ulrich Ott, managing director of Clariant’s operations in Germany.

“We have selected Höchst as the location because it already provides a maximum of research-and-development resources, including technical schools and institutions of higher education,” Ott said. “In addition, Frankfurt offers a number of infrastructure advantages, such as an attractive industry park, the proximity to various business partners and universities, as well as excellent connections to the transportation network.” —A.A.N.

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East Coast Ports Behind on Accommodating Bigger Ships

By Deborah Belgum Senior Editor

The arrival of the largest cargo-container ship to ever sail to the United States was much ballyhooed by Southern California's **Port of Long Beach**, which received the *MSC Fabiola* at its docks on March 16.

The gargantuan vessel, owned by Geneva-based **Mediterranean Shipping Co.**, is capable of carrying up to 12,500 20-foot containers, making it one of the largest cargo-container ships in the world and an example of the ships of the future. It dwarfs the typical cargo ship that hauls around 8,000 containers on the trans-Pacific route between Asia and the West Coast.

When the Panama Canal expansion project is completed in 2014, the waterway will be able to handle vessels the size of the *MSC Fabiola*. Currently, ships carrying no more than 4,800 containers can pass through the locks.

The *MSC Fabiola's* arrival was a floating advertisement for the Port of Long Beach, which, like its neighbor port, the **Port of Los Angeles**, can accommodate the bigger ships, which need 50-foot channels and waterways to dock.

But the two ports are worried that the post-Panamax ships, such as the *MSC Fabiola*, will skip California and instead use the Panama Canal to sail directly from Asia to the East Coast on an all-water route to deliver merchandise to the heaviest-populated areas of the United States. Currently, cargo containers unloaded on the West Coast are shipped to the Midwest and the East by trucks or rail.

But will the East Coast ports be ready?

At the **Port of New York and New Jersey**, the largest port on the East Coast, all its channels will be deepened in time for the expanded Panama Canal. Yet there is one very tall hurdle: the Bayonne Bridge, which connects Staten Island, N.Y., to New Jersey.

Completed in 1931, the bridge has an air draft of only 151 feet, which is fine for a ship carrying 8,000 containers but not high enough for the mega ships.

With the majority of the port's cargo-container terminals to the west of the Bayonne Bridge, bigger cargo vessels can't clear the bridge to reach the terminals from the Atlantic. Port officials have set out to alter the steel expanse with a project that won't be completed until 2016. "We have a fix in place," said Richard Larrabee, director of port commerce at the Port of New York and New Jersey, who spoke at the recent **Trans-Pacific Maritime** conference in Long Beach, Calif. "We will raise the road bed by 2016 to 215 feet."

The \$1 billion project is complicated. Two lanes of the four-lane roadway will be closed to raise one side of the thoroughfare. After that portion is completed and reopened, the other two lanes will be closed and raised.

Modernization projects are also going slowly at the second-largest port on the East Coast, the **Port of Savannah** in Georgia. Port officials there are undertaking a project to deepen 32 miles of the Savannah River, which connects the Atlantic Ocean to the Port of Savannah, by six feet, making it 48 feet deep. Because the river is under federal jurisdiction, the port has been wading

through years of government bureaucracy. "Reconnaissance started on this project in 1996," said a frustrated Curtis Foltz, executive director of the **Georgia Ports Authority**. "It was authorized by Congress in 1999, and the study has just been completed. We have spent 12 years and \$40 million studying the need to deepen this river."

He said the Savannah River project won't be completed until the end of 2016, missing the deadline to accept the mega ships passing through the Panama Canal. That timeline might be delayed by lawsuits filed by environmental groups.

However, the Port of Savannah has the ability to receive vessels carrying as many as



MEGA MASS: Cargo-container vessels are growing bigger to save on fuel efficiency and to haul more cargo in one trip.

9,200 20-foot cargo containers, Foltz said.

In neighboring South Carolina, **Port of Charleston** officials are playing catch-up with Georgia. The U.S. Army Corps of Engineers recently authorized a project to deepen the port's harbor from 45 feet to 50 feet, said Jim Newsome, president and chief executive of the **South Carolina Ports Authority**. The project hasn't started yet, but Newsome wants to be ready by 2014 because nearly half the cargo-container ships plying the trade routes will be transporting between 5,000 to 18,000 containers per ship. "There are too many large ships not to deploy them on long routes [from Asia through the Panama Canal to the East Coast]."

The Port of Miami was planning to start its dredging project this summer, but that has been put on hold while the port answers legal challenges made by various environmental groups that want to protect Biscayne Bay and the local bird population.

Only two East Coast ports have gotten their docks into ship-shape form to handle the mega-ship onslaught. The **Port of Virginia** and the **Port of Baltimore** have successfully dredged their channels to 50 feet and are ready for business.

The smaller Port of Baltimore has a 50-foot channel and a 50-foot container berth.

The Port of Virginia includes four marine terminals in Hampton Roads. Hampton Roads now has a 50-foot-deep channel and authorization to deepen it to 55 feet.

"We are the biggest, deepest, newest and the best," boasted Jerry Bridges, executive director of the **Virginia Port Authority**, who was at the same maritime conference as the other port directors. "We are determined to set ourselves apart."

Meanwhile, the Port of Los Angeles is able to accept mega ships at its outer piers. And a project to deepen the main channel to 53 feet is expected to be completed by the end of this year. ●



The Oeko-Tex DIFFERENCE



The International Oeko-Tex Association numbers among its members 9,500 textile and clothing manufacturers in more than 90 countries, with some 95,000 certificates issued.

A VIVIDLY PRINTED COTTON T-SHIRT MAY MAKE a fine fashion statement, but do you know if that shirt is safe to wear? How about the sheets on your bed? The rugged denim fabric on your couch? Your child's pajamas?

If your clothing, sheets, and upholstery have received the Oeko-Tex Standard 100 certification, you can be assured that they are.

The Oeko-Tex name may not be that familiar to U.S. consumers, but, for nearly two decades, European apparel and textile companies won't do business without it.

Since its inception in Europe in 1992, Oeko-Tex has become the premier apparel and textile certification program, testing for an ever-evolving list of some 300 potentially harmful chemicals that might be present in apparel or household textiles as the result of production processes. The testing applies to every level of the supply chain, from farm to finished product, including every component part. Receiving an Oeko-Tex Standard 100 certification is the assurance that a product has passed state-of-the-art scientific testing and is safe to wear or use.

This year, as the Oeko-Tex Standard 100 program celebrates its 20th anniversary, the International Oeko-Tex Association numbers among its members 9,500 textile and clothing manufacturers in more than 90 countries, mainly in Asia and Europe, with some 95,000 certificates issued. The association has set its sights on the American market and is intent on making significant inroads here in the next few years.

"We're just getting started in this country compared to where they have been in Europe forever," says Dina Dunn, who manages communications in the United States for Oeko-Tex. Dunn is charged with spreading the word here about the value of an Oeko-Tex certification at a time when certification programs, and, yes, schemes, abound.



Oeko-Tex has offices in more than 50 countries worldwide and utilizes 15 textile-testing labs in multiple parts of the globe.

It's not the easiest task. "In the U.S., it's all about cost," she says. "I'm going to add cost per garment? What am I getting for that?" Well, you are assuring your customer that there are no harmful chemicals. That plays for some, but not for others."

It was a European consumer outcry in the early 1990s about chemicals in apparel fabrics causing bad reactions and rashes that prompted two renowned testing laboratories, the Austrian Textile Research Institute and the German Research Institute Hohenstein, to develop a standard of testing for all textiles. The "Standard 100" refers to testing of harmful chemicals prohibited or regulated by law—ranging from formaldehyde, pesticides, and heavy metals

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From farm to finished product, testing covers some 300 potentially harmful chemicals that might be present in apparel or textiles as a result of production processes.

to chlorinated organics and preservatives and potentially dangerous or allergy-inducing dye components.

As science improves, manufacturing regions shift, and processes change, the list of testable substances grows, as do the number of independent textile-testing labs used—now 15 in multiple parts of the world, with Oeko-Tex offices in more than 50 countries worldwide.

“The chemicals in this world are constantly changing, evolving, morphing,” says Dunn. “We talk about it as a ‘living standard.’ Our technical people get together twice a year and talk about what’s going on all over the world. There’s new chemistry, new legislation. They update the standard twice a year.”

The Oeko-Tex impact has been significant. “Requirements such as the Standard 100 have given the market great incentives to improve their chemistry and processes,” says Dr. Sam Moore, managing director for the Hohenstein Institute America. “One of the most important has been a real decline in metals in dyestuffs. Many metalized dyes for wool and nylon are not used anymore. The other major improvement is the very low levels of formaldehyde seen on modern textiles versus the levels seen back in the 1980s,” Moore says.

So why the lag in the United States? Many American companies in the apparel and textile supply chain may feel they are adequately regulated by the rigorous federal and state laws and standards already on the books and balk at the idea that certification is necessary. Dunn sees it as an important, and smart, business choice. “It’s a passport to take your stuff around the world,” she says. “We have people come to us specifically because they are shipping to Europe.”

Choosing to become Oeko-Tex Standard 100 certified may be a business decision for some, but for others it is a matter of corporate culture. One enthusiastic Oeko-Tex supporter is Anvil Knitwear, the 135-year-old, New York-based premier supplier of imprintable T-shirt blanks.

Anvil, one of the largest buyers of U.S. organic cotton, began in 2010 to test all of its products, not just its eco line, and then all of its sourced materials. Anvil is now “almost 100 percent Oeko-Tex certified,” reports chief administrative officer and general counsel Caterina Conti. “At Anvil, we have adopted the Oeko-Tex primary testing protocol internally. I view it as cost-effective compliance,” she notes, since Oeko-Tex monitors

Oeko-Tex Standards

The International Oeko-Tex Association currently offers three levels of certification for apparel and textiles. All certifications must be renewed annually. Testing applies to raw materials, intermediate and end products at all stages of production, including all components of a product, so the more certifications that are present down the supply chain—certified fiber, sewing thread, buttons, etc.—the easier and less expensive it is for the manufacturer of a finished product to receive certification. All product lines must be tested and certified separately.

All certified products may sport, in marketing materials, on their website, and/or on the garment itself, the Oeko-Tex Standard 100 label, which reads “Confidence in Textiles: Tested for harmful substances according to Oeko-Tex Standard 100,” with the certificate number and name of the test institute.

Oeko-Tex Standard 100

This is the basic hazardous-substances testing for chemicals either prohibited or regulated by law. Testing is broken down by four classes based on how much skin contact a product will have, with children’s clothing and bedding subject to the most intensive scrutiny.

Oeko-Tex Standard 1000

As a complement to the Standard 100, this newest certification examines an array of ethical and environmentally friendly manufacturing processes, with criteria including waste water and exhaust air treatment, energy consumption, noise and dust pollution, sustainability, workplace safety, and prohibition of child labor. In addition, companies must provide evidence that at least 30 percent of their total production is already Standard 100 certified.

Oeko-Tex Standard 100-plus

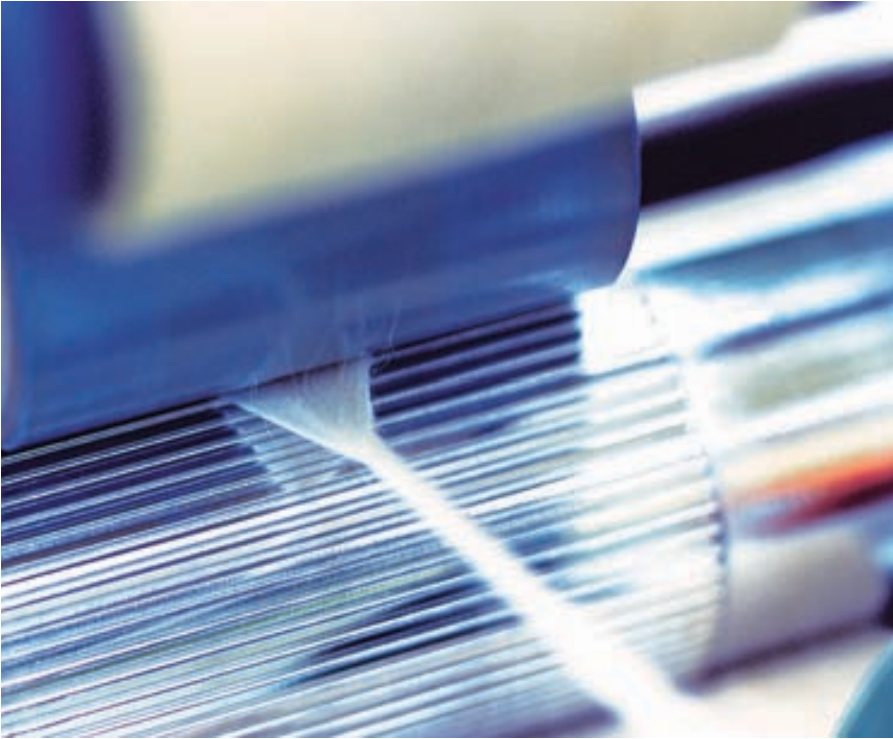
The gold standard, companies can receive this certification if all of their products are Standard 100 certified and they can provide evidence that their entire production chain—all production sites involved in manufacturing their products—comply with the Standard 1000 requirements.

country-by-country changes in legislation and helps its members remain compliant.

“They really know apparel,” Conti says. “When you call and ask them, can we use this new cleaner, there’s a scientific answer behind it, not just silence on the other end of the phone. It’s a real standard.”

While the United States trails Europe in certification awareness, Conti has found it to be a marketing plus. “Increasingly, we’re finding that our customers are thrilled we have Oeko-Tex certification, and, in most cases, that’s enough for them. More and more brands will see the value of it.”

Oeko-Tex’s Dunn is also betting that will be the case. “I think ultimately they should understand the value of this,” says Dunn. “People are always concerned about the cost. Please understand there is a value. The cost is negligible for the value you bring to your brand and for your consumers. Look at this as a way to create value.”



Buhler Quality Yarns: Certified Consumer Safe

WHEN IT CAME TO INDEPENDENT certification of the kind that the Oeko-Tex Standard 100 represents, Georgia-based Buhler Quality Yarns (USA), producer of premium cotton and cotton-blend yarns, reacted like most U.S. companies. Initially, it shrugged. “U.S. cotton really doesn’t have an issue,” says marketing, sales, and financial CEO Werner Bieri. “U.S. cotton has always complied with all regulations. U.S. farming is much more sophisticated, its farmers more educated. You could say certification is redundant.”

Recently, however, Buhler decided to become Oeko-Tex Standard 100 certified for all its yarns. The change of heart illuminates the dilemma facing many U.S. companies when confronted with the issue of certification: Do they really need it?

On the one hand, Buhler’s parent company, Hermann Buhler AG, based in Switzerland, “has been Oeko-Tex certified for nearly a dozen years,” Bieri notes. More importantly, Buhler received several requests the past couple of years from U.S. manufacturers with European headquarters for Oeko-Tex certification.

On the other hand, as David Sasso, Buhler’s head of sales for the West Coast and export markets, points out, Buhler sources its raw materials domestically—all of its cotton comes exclusively from California grower J.G. Boswell, recognized as one of the premier cotton growers in the country, and other cellulose fiber products from Lenzing, itself Oeko-Tex certified.

“Switzerland has to import its cotton and has to be particularly sensitive about where the cotton comes from,” Sasso says. “They need certification. If the country you’re in supplies you with raw materials, you feel safer.”

Buhler and Boswell have a close relationship, says Boswell’s Matt Laughlin, general manager, cotton marketing department. “Werner is well versed in the farming conditions in California, knows well how we operate,” he says. “They have full confidence that we meet all their criteria. We’re very closely regulated here. As far as chemicals, we’re limited in this state more than most states. There’s less and less use of herbicides and pesticides—they’re used less often, and not as much of them.”

Besides the comfort factor with its sources, Buhler is confident in its own processes. As Victor Almeida, with Buhler sales and technical customer support, puts it, “For us, being a spinner, we don’t

have any input into the product from a safety and health and environmental standpoint. We get raw fiber in bale form and put out raw fiber in yarn form. We just change the physical characteristics of the product.” What it came down to, Almeida continues, is “cost benefit: Is it worth it? Will it generate revenue for us?”

The answer to these questions, Bieri notes, is yes. “Since we have this [Oeko-Tex certification], it is an advantage in the marketplace,” he says. “As awareness grows, there will be more downstream manufacturers and retailers that give value to the seal.”

Reassurance of that came from one of Buhler’s suppliers, Lenzing Fibers, which provides Buhler with its cellulose micro Modal and micro Tencel fibers. All of Lenzing’s fibers have been Oeko-Tex Standard 100 certified, in addition to a number of other certifications. “We had some conversations with them about the value of going with Oeko-Tex and customer recognition,” recounts Tricia Carey, USA merchandising manager. “There is a stronger recognition of Oeko-Tex certification here, so that’s why I think it is important. It’s great that awareness is beginning to build.”

“Since we have this [Oeko-Tex certification], it is an advantage in the marketplace. As awareness grows, there will be more downstream manufacturers and retailers that give value to the seal.”

**—Werner Bieri, Marketing, Sales & Financial CEO,
Buhler Quality Yarns (USA)**

Like Buhler, Lenzing, with offices in New York and a mill in Alabama, has a European parent based in Austria. Carey has been marketing Lenzing’s Tencel for 14 years and finds that retailer and brand customer questions are becoming more and more sophisticated. “It’s incredible,” she says. “It’s no longer ‘I’m going to buy a garment package T-shirt; I don’t need to know anything else.’ They want to know what kind of tree, where the tree is from, what is its certification. They want to know where their fiber is coming from.” The Oeko-Tex affiliation “gives you that level of security,” she continues. “Oeko-Tex has the credibility and the edge.”



All of Buhler’s yarns are Oeko-Tex Standard 100 certified, including its cotton blends with fibers produced by Lenzing, itself an Oeko-Tex certified company.

For Buhler, it is equally reassuring to hear much the same from one of its clients. Shala Tabassi, CEO of Design Knit, Inc., a Los Angeles-based textile mill, counts herself as a “proud and loyal customer” of Buhler, “because quality is a priority for both of our companies.” She sees the Oeko-Tex certification as “definitely an added value as well as an additional selling point. With more and more consumers educating themselves regarding health and safety, I definitely believe that there is increased awareness and a higher demand for certified products in the market. As a company, we always support any effort that can improve the overall product, especially when the end result provides the customer with peace of mind in response to health and environmental concerns.”

For Bieri, the educational component will be key to taking advantage of the Oeko-Tex certification. “We have added this to all of our ads, print and online, and a marketing campaign that points out the benefits of having the Oeko-Tex label, what it means. You need an awareness campaign because the market is so big the retailers need to be involved to tell consumers the benefits.”

For Sasso, the Oeko-Tex Standard 100 certification opens up new business opportunities. “It’s something we can build on here,” he says. “It makes us a good corporate neighbor, allies us with the way things should be.”

“It gives a brand and a consumer security that somebody is actually checking for them,” says Bieri. “With the Oeko-Tex certification, they know the product is okay—no assuming. There is value for everyone in the chain.”



PROTECT YOUR CUSTOMERS WITH CERTIFIED FIBERS

Oeko-Tex® Standard 100 certification ensures our fiber products are free of more than 300 dangerous chemicals including lead and pesticides.

From intimates to infants, Buhler Quality Yarns is certified for consumer health on all levels. We've earned the highest rated certification that Oeko-Tex® issues, ensuring our yarns are safe for all applications.

Learn more at DontCoverMe.com



At Buhler, our investment in quality and consumer health yields benefits for our partners throughout the supply chain. Contact us to learn more.

p. 706.367.9834 | e. sales@buhleryarns.com | buhleryarns.com



Bright Ideas

Textile designers have some bright ideas when it comes to choosing a color palette. Cheery, saturated shades of orange, pink, yellow, blue and green brighten silk and rayon prints, luxe jacquards and knits.

ON THE COVER:

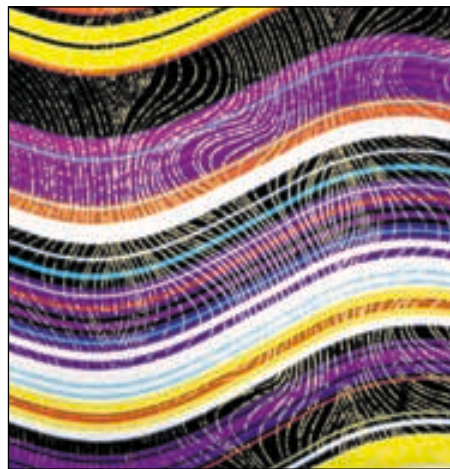
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Avid Inc. #A154601 "Falling Geo"



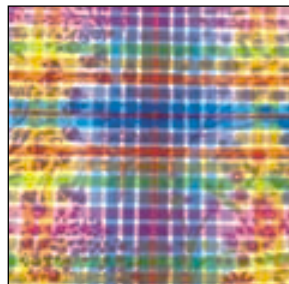
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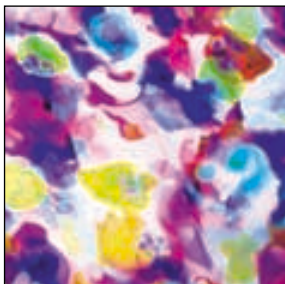
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Taiana Blu #P250009
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Tissages Carrett #50647



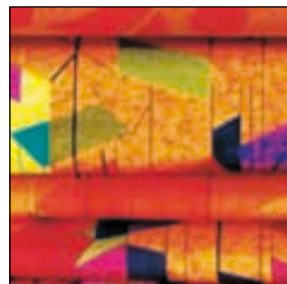
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Textile Secrets International
"Le Rosse"



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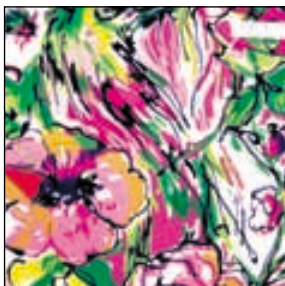
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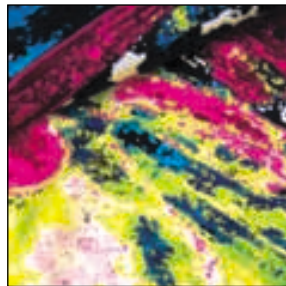
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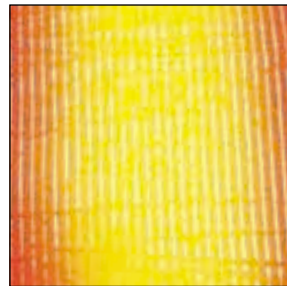
Philips-Boyne Corp.
#Y/D9775PNK



Triple Textile Inc. #RSP-4-1



Textile Secrets International
"Juicy Joy"



Triple Textile Inc. #L-544-O

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Bel Maille Creations #D280
D9075



Bel Maille Creations #8406
D7866



Pasari Textiles #R-24485



Pasari Textiles
#R-24400

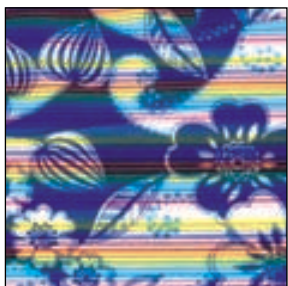
THERE'S MORE
on ApparelNews.net

Between the Lines

Nautical stripes, ribbed patterns and yarn dyes—the inspiration is found between the lines.



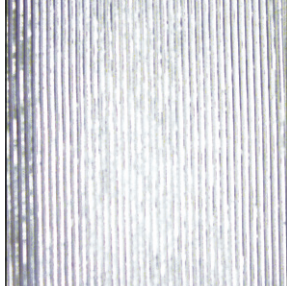
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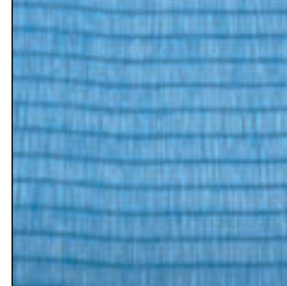
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Denis & Fils
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Denis & Fils
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Jay Ann Fabrics Inc. #5081/2



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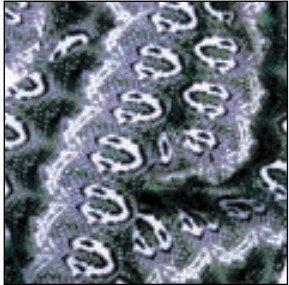
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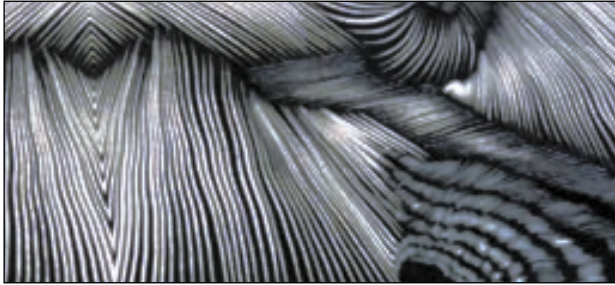
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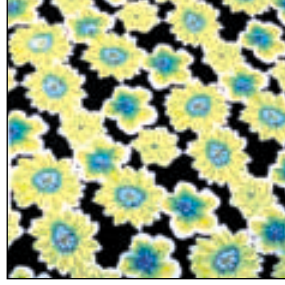
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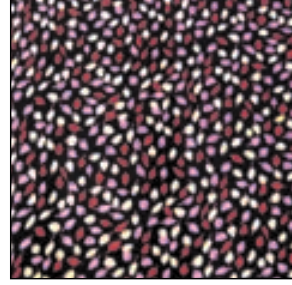
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Textile Secrets International "Shadow Texture"



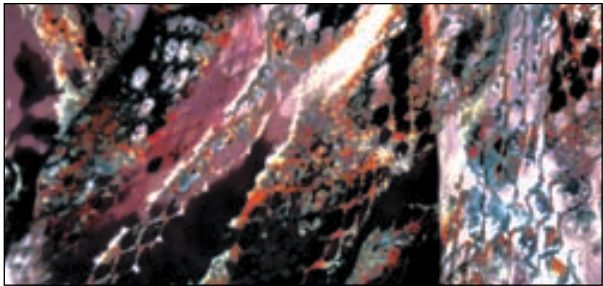
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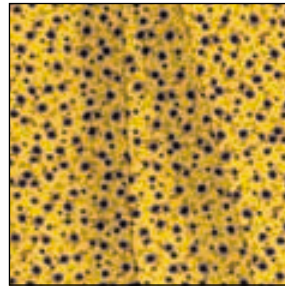
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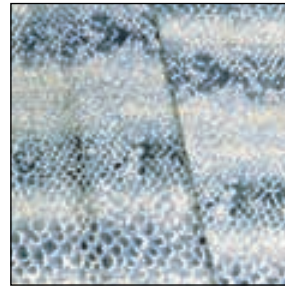
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Fabien Doliguz/AB Creations #67269 "Thelma"



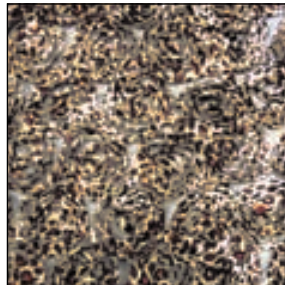
Opening "Saopaulo"

Back to Nature

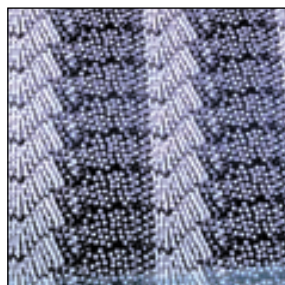
The natural world inspires textile designers who find inspiration in ripples of water, rings of trees, and the animal prints and patterns found in nature.



Jay Ann Fabrics Inc. #5166/5



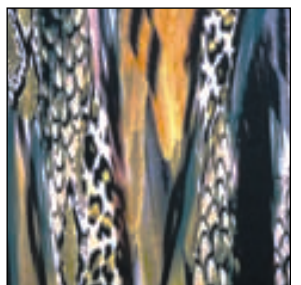
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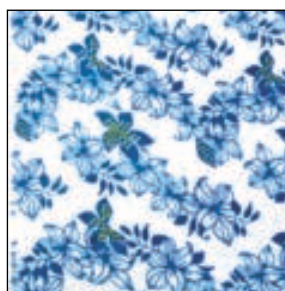
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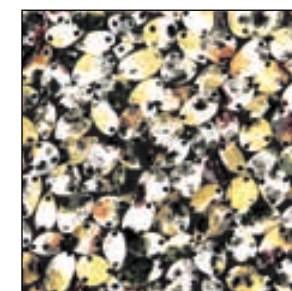
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Bel Maille Creations #N099 DAL53



Pasari Textiles #R-24482



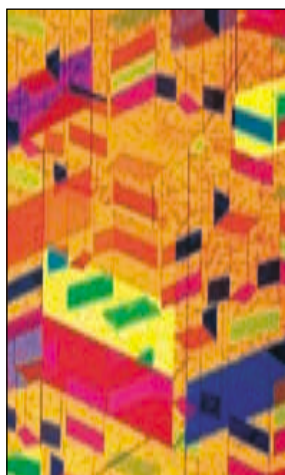
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Modern Art

Abstract geometrics create a pop of pattern for knit prints.



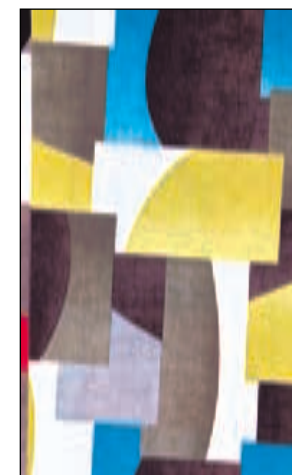
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Avid Inc. #A154601 "Falling Geo"



Triple Textile Inc. #RSP-2-D



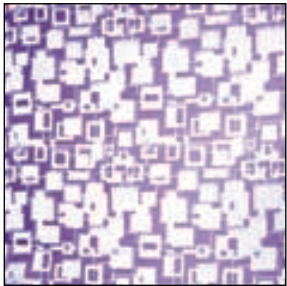
Bel Maille Creations #D026 DAK73



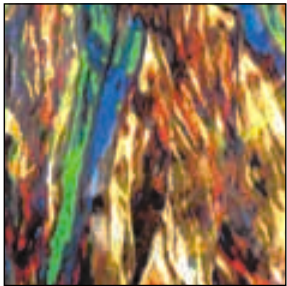
Bel Maille Creations #I AL79

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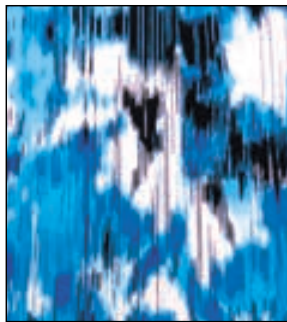
Wave patterns and static imagery strike a harmonious chord for textile designs.



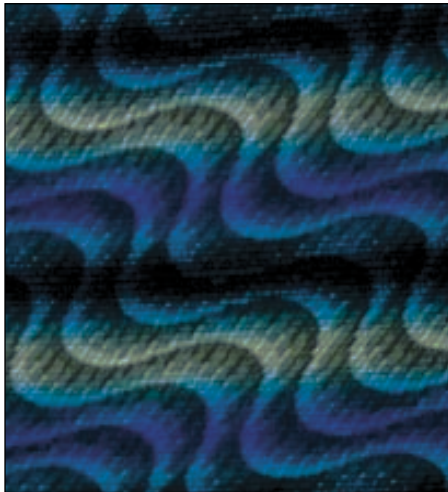
Tissages Carret #50595



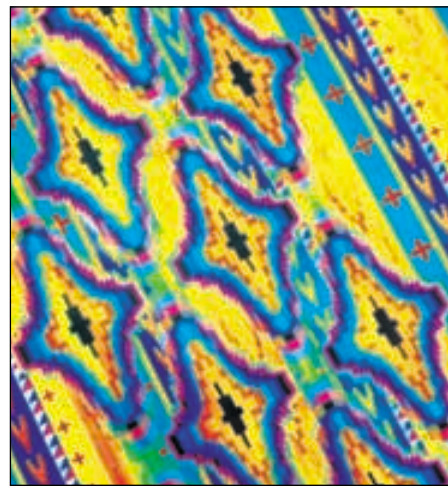
Textile Secrets International #HAN/032 "Watercolor Wish"



Triple Textile Inc. #L-585-E



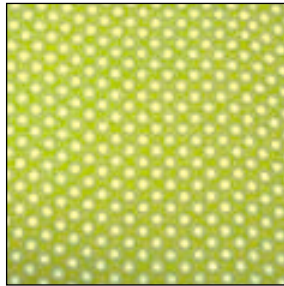
Taiana Blu #G140216 "Giglio"



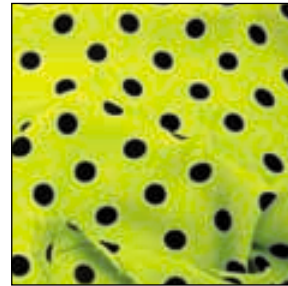
Avid Ink #A154433

Dots! Dots! Dots!

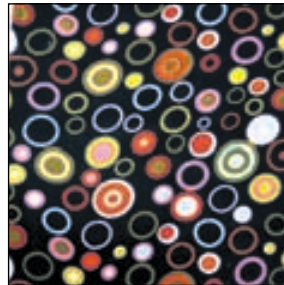
Polka-dot prints and circular patterns range from traditional to mod in neutral shades and bold brights.



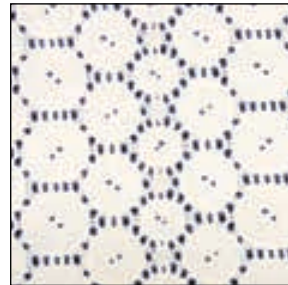
Jay Ann Fabrics Inc. #7431/1



Jay Ann Fabrics Inc. #7415/1



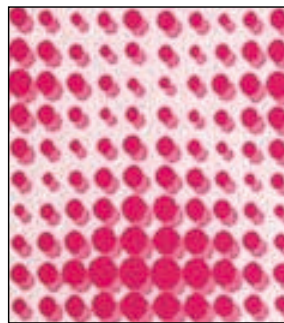
Jay Ann Fabrics Inc. #5456/7



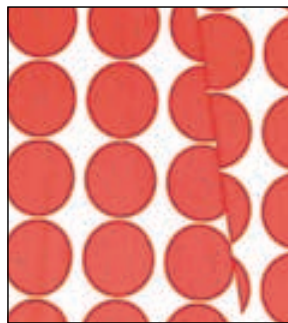
NK Textile #JJK-44405



Textile Secrets International "Small Dot"



Bel Maille Creations #7885 D9450



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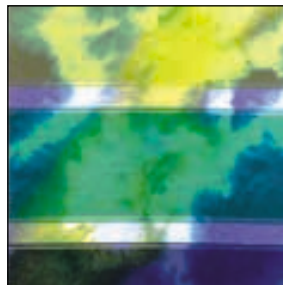
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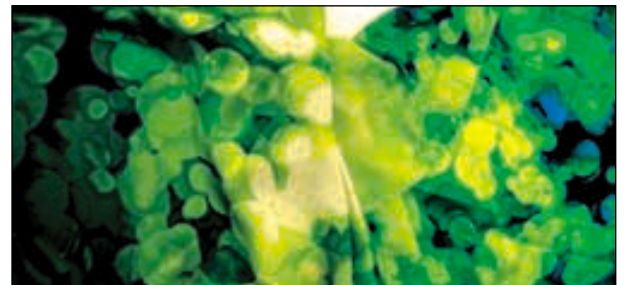
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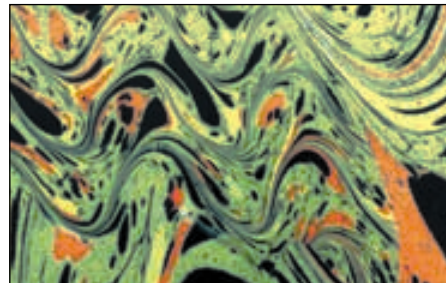
TEXTILE TRENDS



Taiana Blu "Lenox"



Textile Secrets International #DIGI002 "Border Tech"



Avid Ink #A154922 "Green Marble Mix"



Avid Ink #A154785 "Lovely Botanics"



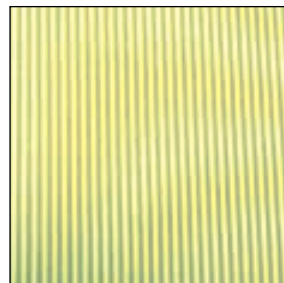
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Seeing Green

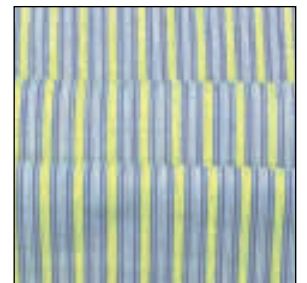
Textile makers are finding it easy to go green as shades of emerald, Kelly, mint and moss turn up in abstracts, stripes and botanical patterns.



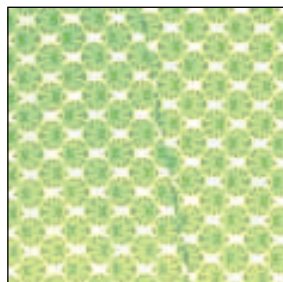
Bel Maille Creations #D187
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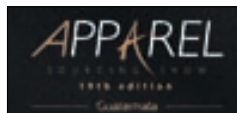
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(323) 232-2061
Fax: (323) 233-7751
annat@antexknitting.com
Contact: Bill or Anna Tenenblatt
Products and Services: Antex Knitting Mills, a privately owned vertical knitting, dyeing and printing company in Los Angeles, announces capability of providing full-package garments produced in California or Central America to meet your varied needs. Antex's product line includes Antex Premier Performance—a line of high-performance, technical fabrics with moisture management, anti-microbial, stain resistant, or UV finishes; Pyrosafe by Antex, a line of flame-resistant cotton knits; Green Line™ by Antex, offering a variety of organic fabrics; and Matchmaster Prints by Antex California, offering design and development of custom prints. Please contact sales@antexknitting.com.



Apparel and Textile Industry Association

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Fax: 502-24108320 or 502-24108321
vestex@apparel.com.gt
www.apparelexpo.com/gt
Products and Services: The Guatemala Apparel & Textile Industry Commission (VESTEX) promotes competitive exports growth to sustain the economic and social development of Guatemala. VESTEX aims to develop and promote the apparel and textile industry by offering technical and training assistance, information and marketing support, export promotion, and lobbying to establish and maintain positive relationships with government and

international institutions.

Apparel Sourcing Show: Within the promotional tools for sourcing in the region, VESTEX organizes every year the only trade show in the CAFTA-DR region where key players of the apparel supply chain meet at one place featuring the dynamic of an industry committed as a speed-to-market and higher-fashion-garment provider. Its main activity, the exhibition floor, becomes the ideal regional marketplace. Since 1991, the Apparel Sourcing Show is the only international show specialized in the apparel and textile industry in the CAFTA region. For three days and under the same roof, year by year, the key players of this industry coming from different countries involved have met and have done businesses at this show, which has become the ideal forum bringing together all your company needs. At the Apparel Sourcing Show you will find the right activity to fulfill your company's needs: a full range of suppliers' exhibition floor, specialized seminars and conferences, the opportunity to have perfect appointments at the Matchmaking Meeting Program, and social events.
Show Dates: May 22–24, Grand Tikal Futura Hotel & Convention Center, Guatemala City



ApparelWorks International, LLC

707 Skokie Blvd., Suite 100
Northbrook, IL 60062
sales@apparelworkslc.com
(847) 778-9559
gregg@apparelworkslc.com
Products and Services: Apparel Works (AWI) is Chicago-area company specializing in Western Hemi-

sphere-based private-label design, sourcing, and manufacturing. Key items include premium-denim jeans, shorts, jackets, skirts, industrial workwear and uniforms (pants, shirts, coveralls), embellished knit tops, T-shirts, and sleepwear. Production is currently being sewn in Guatemala, Nicaragua, and the Dominican Republic.

Competitive Edge: Gregg Pavalon, President of AWI, has 22 years of experience manufacturing apparel in the region. Prices are drastically lower than what it costs to produce domestically. AWI offers its customers several manufacturing options, including Full Package, Cmt, CM, or their signature service, called CMT Plus. (CMT Plus is when AWI picks up the customer's fabric at a U.S. mill, sends it to the factory, supplies all trim, assemblies, and washed product, and then delivers back to the customer's U.S. warehouse.)



Asher Fabric Concepts

2301 E. Seventh St., #F107
Los Angeles, CA 90023
(323) 268-1218
Fax: (323) 268-2737
www.asherconcepts.com
sales@asherconcepts.com
Products and Services: Asher Fabric Concepts makes sophisticated fabrics from luxurious fibers in California for the contemporary market. The company can accommodate both small- and big-lot orders and offers the most fashion-forward fabrics, PFGD solid colors, and prints made in the USA. Contact Asher Shalom at (323) 268-1218 or email asher@asherconcepts.com for more information.



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(310) 884-9083
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(706) 367-9834
www.buhleryarns.com
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Contact: Werner Bieri
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www.classicalsilk.com
Products and Services: Classical Silk Inc. is a Los Angeles-based textile company specializing in novelty prints and fabrics for over 15 years in the fashion industry. With vertical factories globally, Classical Silk is involved

➔ Resource Guide page 20

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Continued from page 19

through the entire fabric and print selection from the start to completion. Classical Silk knows how important print and fabric is to our clients and their brands. As an experienced print converter and fabric manufacturer, we invest time, money, and resources into ensuring that our prints and fabrics are always fashion forward and trend driven. All prints from Classical Silk are one of a kind, original, copyrighted textile artwork from prestigious studios throughout Europe. Our entire print library is fully flexible to the personal creations of our clients. Any print that we carry in our line can be altered in color, fabrication, and design. (Changes are subject to fees and minimum requirements.) Classical Silk's extensive website (www.classicalsilk.com) allows customers to view all of the prints online at their own convenience.



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Fax: (213) 748-7110
www.designknit.com
Contact: Shala Tabassi

Products: Designer and better contemporary knit fabrics from sheer to heavyweight.

What's New: New items include lightweight sweater knits, novelty and basic fabrics with cashmere, silk, wool, rayon, Modal blends, organic cotton, organic Supima cotton, organic Supima/micro-Modal, Supima blends, tencel, micro-tencel, proModal, rayon hemp, recycled poly, linen blends, rayon bamboo/cotton, garment dyeable stripes, as well as yarn-dye solids and stripes.

Custom Work: Yes

Inventory: Knit to order

Minimum: Varies by fabric

Price Points: Moderate to high

Competitive Edge: We offer new and innovative fabrics every season. Custom developments also available.



Emsig Manufacturing

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New York, NY 10001
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Products and Services: Back in 1928, the Emsig family started a new business, Emsig Manufacturing. The initial market strategy, as it remains today, was to produce the highest-quality button products for their customers. From the humble beginnings, complicated with the very difficult financial times of the early 1930s, Emsig emerged as a formidable button-manufacturing company over the ensuing years. Today, Emsig Manufacturing is managed by third- and fourth-generation family members, and through all the

years of innovation and expansion, The Emsig Group has maintained its initial family friendliness, trust, and market integrity. Some of the company's recent innovations include the Bio-Tech Melamine product, which restricts the growth of viral and bacterial organisms, as well as introducing the first 100 percent recycled button (Melamine) made from recycled factory materials. Our Melamine buttons are made in our USA factory.



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sales@fdm4.com

Contact: Mike Cutsey, President
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MONDAY, MARCH 26th

Retail/Fashion Merchandising Math

10:00 am – 11:00 am

Presented by Henry Cherner

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EDI Made Simple

11:00 am – 12:30 pm

Presented by eCسس, AIMS, Progressive Label & Innovative Systems

If you plan to do business with major department stores, join us and learn from the EDI experts. They will discuss topics such as the GS1 ID number, UPC catalogs, basic EDI transactions such as the purchase order (850), advance ship notice (856), and the invoice (810), mapping and translating, service bureaus, VANs and other key components of EDI.

TUESDAY, MARCH 27th

Retailing & Wholesaling Online

10:00 am – 11:00 am

Presented by Dac Cherner

Learn about online selling, retail and wholesale, from the industry's best. Seminar topics include: importance of web retailing, responsibilities of opening a web store, search engine optimization (SEO) and advertising, marketing your site, web merchandising options and services available, and the best options for you. A web-based online wholesale front-end system allows your sales reps and wholesale customers to securely log in anytime, anywhere via the web and access their activities such as checking inventory, orders and invoices, viewing current collections and placing orders directly online. Learn how to gain a competitive edge by selling wholesale online.

Order Entry on your iPad

11:00 am – 12:00 pm

Presented by Chris Shepherd

This presentation will show the benefits of using order entry on your iPad instead of manual order entry. Learn how it can help your company minimize order taking time, reduce chances of potential orders to "walk away" from your booth at a show, generate order confirmations immediately from your booth or showroom, eliminate clerical errors, and reduce lead time from order processing to production.



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Products and Services: FesslerUSA provides apparel design support services and custom production services to the private-label fashion knitwear industry. Working hand-in-hand with your design and production teams, FesslerUSA helps designers and specialty retailers bring leading edge concepts, fabrics, and styles to market quickly. Our fully integrated, company-owned facilities produce over 50 custom styles per week. FesslerUSA specializes in quick-turn production of high-quality apparel for fashion brands and retailers of all types and sizes. FesslerUSA is a premier provider of garment dyed and dyeable knit apparel, strictly for private label. As a 100% made-in-the-USA manufacturer, FesslerUSA has proudly served the fashion apparel market since 1900.

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Fax: (213) 622-4572
www.geltman.com

geltmanind@aol.com
Contact: Shari Rezai, President; Ron Cueto, Operations Manager
Products and Services: Since 1931, Geltman has provided a full range of services to textile mills, apparel manufacturers, and the home-furnishing industry. With our highly skilled personnel and efficient production methods, we guarantee the finest-quality work and the most reputable service. In continuing to keep abreast of the latest technological developments,

Geltman has been able to cultivate exclusive processes to meet the specific needs of the textile industry. Our years of renowned experience and customer relationships have been the product of our honorable policy—to provide clients with the highest-quality service.

JM INTERNATIONAL GROUP

JM International Group

117 W. Ninth St., Suite 525-526
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Contact: John Marshall
john@jminternationalgroup.com
Products and Services: JM International Group is the premier West Coast distributor of luxury apparel textiles, catering to the bridal, children's, contemporary, couture, evening, and swimwear markets. We work with the finest mills worldwide to offer the best Spanish and French laces in all overs and/or trims, a knit collection consisting of eco-friendly cottons, micro modals, stripes, piece dyed as well as yarns in natural, cellulosic, synthetic fibers as well as technologically advanced yarns. Our other luxe collections consist of silks, linens, jacquards, sequins, and prints. Please call for an appointment at (213) 627-1185 or visit our website at www.jminternationalgroup.com.



Keylin Inc.

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Los Angeles, CA 90011
(323) 232-6700
Fax: (323) 232-6858
Support@KeylinInc.com
www.KeylinInc.com

Products and Services: Keylin, Inc. is a company organized to design, manufacture, and market fasteners for the aviation, construction, gar-

ment, leather, medical, and oceanic industries. This Los Angeles-based company serves as a distribution center that provides immediate delivery of goods to customers. Keylin offers a vast variety of hardware to the global market. The company specializes in custom-built, made-to-order product lines that satisfy the customers' needs.

What's New: Keylin is proud to become the Mid- and Western Regional Distributor of the world's leading and premier zipper manufacturer—Riri Zippers of Switzerland. As up to date, Keylin has a collection stock of #4, #6, and #8 metal zippers in a matrix of 5-metal teeth colors by 7-tape colors—that is a total of 105 different combinations of items—to satisfy the customer's creative demand. To enhance Keylin's operation as Riri's Regional Distribution Center, an original Riri machine was sent from Switzerland to allow on-site custom jobs to the closest match to the original factory specification. For the demand of factory product, Keylin also accept orders for Switzerland to send anywhere in the world customers may desire. The success of Keylin, Inc. as a leader in its line of trade is indicative of the effectiveness of company's philosophy and goal.

Komar

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www.wool.com
Products and Services: The Woolmark Company is presenting The Wool Lab Spring Summer 2013, a guide to the most interesting trends and wool products, created to inspire and inform fashion and textile professionals regarding the infinite potential of Merino wool. The Wool Lab has become an important tool for highlighting and inspiring the global apparel industry to source the best Merino wool fabrics and yarns in the world, identifying emerging trends in fashion and other fields from design to art, music, and pop culture. For the first time, the guide will be completely focused on the Spring/Summer season—an unexpected and amazing overview of wool's natural benefits and adaptability for the warmer months. The Wool Lab proposes eight inspiring themes for the next Spring/Summer season. Please contact The Americas Woolmark office for more information or to arrange an appointment.

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