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SEPTEMBER 2015

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Nanotex: Putting the
Function in Fabric

TECHNOLOGY

Shima Seiki
Opens Technology
Showroom in the LA
Fashion District

Nanotex: Putting the Function in Fabric

By Alison A. Nieder Executive Editor

Performance characteristics such as moisture management, water repellency and odor control are familiar territory for consumers of activewear while enhanced performance features are relatively new for casual apparel and ready-to-wear.

Craig and Randy Rubin, founders of **The Crypton Companies**, have been working to change that since the husband-and-wife team purchased **Nanotex** last year.

When the Rubins acquired the company, they assumed activewear would be Nanotex's primary market.

"We have probably over 100 activewear brands that use Nanotex," Randy Rubin said. "The new thing we're discovering is the consumer for regular apparel is also expecting to have performance features."

In addition to features such as wrinkle and stain resistance, consumers are looking for their casualwear to keep them cool and resist odors.

"This is a really interesting new niche to us," Randy Rubin said. "We have all kinds of cool bells and whistles you can add to athletic wear. But the same bells and whistles can transfer over [to everyday apparel]. We're finding we're having tremendous success with people like **Macy's**, who are going to be putting it in their regular suiting line."

Cotton fabrics treated with Nanotex's technologies have been used in apparel programs for **JCPenney**, **Kohl's**, **Dillard's**, **Target** and **Cabela's**. Next spring, **Macy's** will offer men's suits treated with Nanotex's **Wrinkle Defense** and **Resist Spills** technologies. **PVH Corp.** is expanding its **Calvin Klein "Steel"** dress shirt program featuring Nanotex's **Wrinkle Defense**, **Stain Release** and **Coolest Comfort** technologies and adding the company's **Neutralizer** odor-release technology to **Geoffrey Beene** dress shirts. Next year, **The Gap** will introduce women's khakis with Nanotex's **Resists Spills** technology.

"Traditional apparel needs a new story. They need a new benefit. They need new bells and whistles," Randy Rubin said.

Nanotex technologies work on any fiber and any construction. Mills use a pad-batch process to adhere the technology to the textile at the fiber level. After the drying process, the finished fabric retains its hand feel, which enables the technology

to be applied to everything from cotton to silk.

"Nanotex is calibrated to whatever fiber we're working with," Randy Rubin said. "Once a fabric is designated, we send it to our labs to test the formulation. After it passes the test, it then goes to the mill."

To communicate the benefits of Nanotex technologies, the company has created a hangtag program that explains the performance characteristics in the fabrics. The company's "Expectations Exceeded" campaign was designed to let consumers know the Nanotex garment will offer performance features above and beyond the basic characteristics for ready-to-wear.

Textile tech roots

Randy Rubin and her husband got their start in textile technology in 1993 when they created a waterproof upholstery textile. **Crypton Super Fabrics** upholstery fabric is waterproof, stain-resistant, antimicrobial and breathable and was soon used for furnishings in hospitals, hotels and nursing homes. Three years ago, the company expanded into the residential market with **Crypton Wall**, **Crypton Carpet**, **Crypton Care** cleaning products and **Crypton Mattress Protection**.

As the Rubins saw consumers increasingly looking for performance features in their home products, the two began thinking about other avenues to expand their business. At the time, Oakland, Calif.-based Nanotex was owned by a group of private equity and venture capital investors, including **WL Ross and Co. LLC**, **Norwest Venture Partners**, **Masters Capital Nanotechnology Fund**, **Firelake Capital Management** and **Masters Capital Management**.

"We thought this could be an amazing acquisition for us," Randy Rubin said. "Because it was owned by venture capital people, we didn't think that there was enough investment, enough creativity, in the brand. We thought we could create a



big change in the brand."

The company was relocated to **Crypton's** Bloomfield Hills, Mich., headquarters and the Rubins began instituting a number of changes.

"We now have tighter controls on how the mills use Nanotex to make sure they're using it properly," Randy Rubin said. "We monitor the manufacture of the product much tighter. We've become the eyes and ears of the retailer in the United States."

The company worked closely with the research teams in Hong Kong to improve the performance of Nanotex technologies.

"We came up with some new refined better-performing chemistry," Randy Rubin said.

The company also added DNA markers to Nanotex formulations.

"Every ounce of Nanotex has a genetic marker in it. I don't care whether you use Nanotex in India or Timbuktu, we can verify whether there's Nanotex in it. It's in the chemistry," Randy Rubin said.

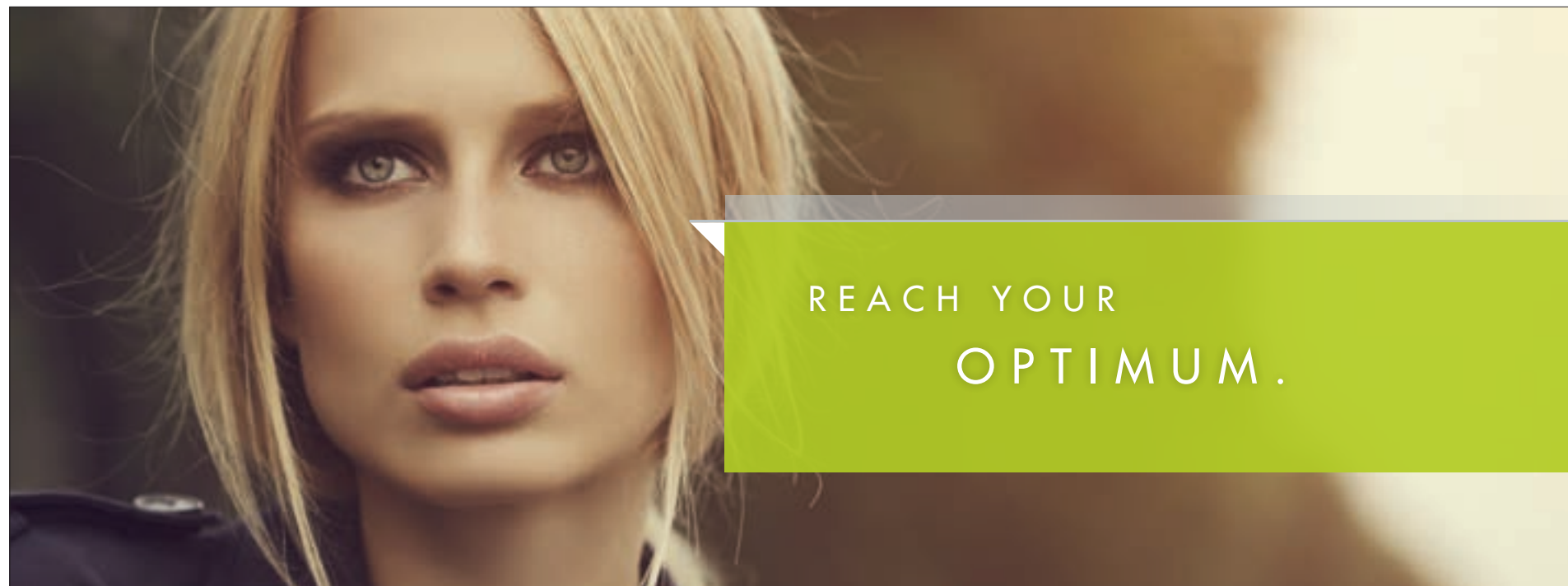
Currently, there are more than 80 mills across the world licensed to apply Nanotex technologies.

In addition to the company's headquarters in Michigan, Nanotex also has sales operations in Asia, India and Europe; distribution centers in Hong Kong, Belgium, Mainland China and the United States; and technical transfer capabilities in China and India.

The Rubins will continue to operate globally, but Randy Rubin said the company is looking to work with more companies that manufacture in the United States and the Americas. She said she's encouraged by the resurgence of domestic apparel production.

"It's slowly but surely coming back," she said. "But it's coming back in a much higher-tech way. It is so streamlined and automated so we can compete with China and India. It's a whole different world."

For more information, visit www.nanotex.com. ●



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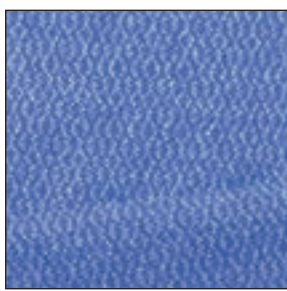
Textiles go blue with indigo shades for denim, corduroy, chambray, jersey stripes and novelty knits.



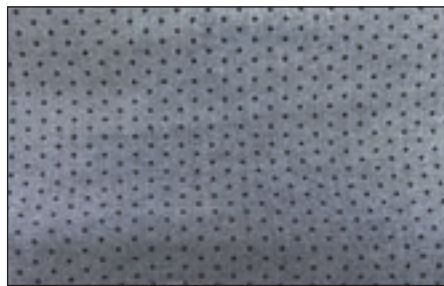
Asher Fabric Concepts/Shalom B LLC #CP14-IND2



Texollini #4338



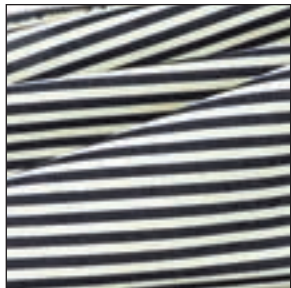
Texollini #7514D2



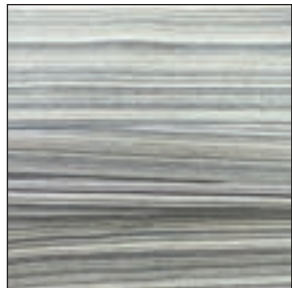
Robert Kaufman Fabrics #SRK-10-62



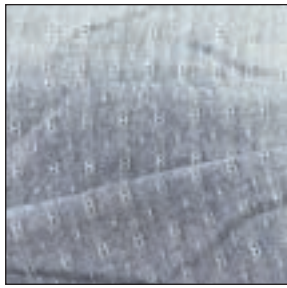
Fabritex #77650STDN



Robert Kaufman Fabrics #SRK-16008-67 Railroad Denim



Robert Kaufman Fabrics #SRK-16009-67 Railroad Denim



Robert Kaufman Fabrics #SRK-15920-20 Chambray



Texollini #4786Y



Texollini #7512D2



Texollini #78F6Y6D



G&G Multitex Inc. #PC2321-44K "Blue Indigo"



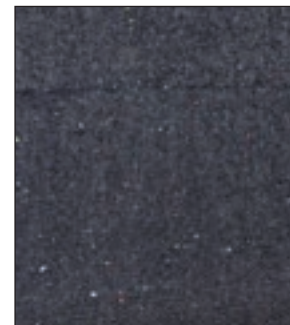
Robert Kaufman Fabrics #SRK-15964-67 Denim Dobby



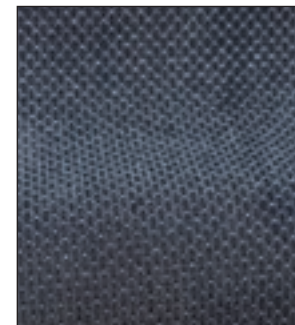
Fabritex #IM90031MZ



Robert Kaufman Fabrics #SRK-16006-67 Selvage Denim



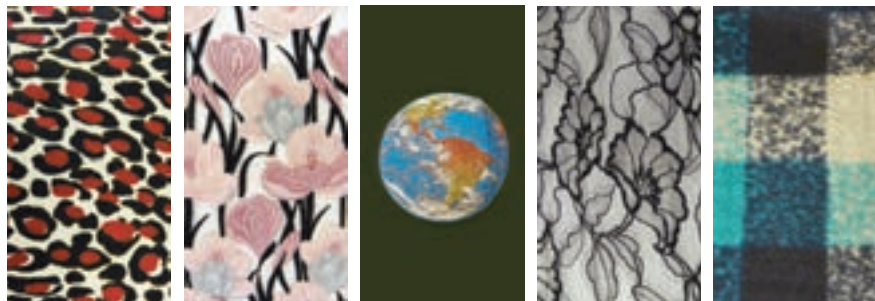
Robert Kaufman Fabrics #SRK-15962-2 Denim Dot



Robert Kaufman Fabrics #SRK-15963-67 Denim With Colored Motes

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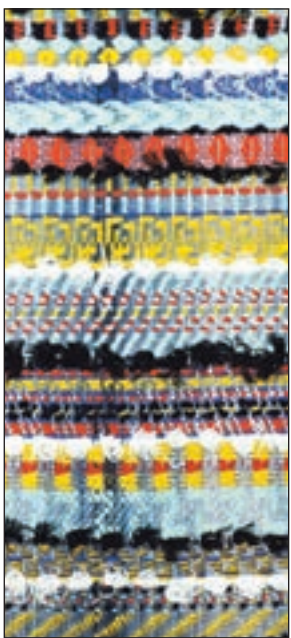
Designers look for inspiration from across the world for textiles inspired by block prints, ikat patterns and woven fabrics made with novelty yarns.



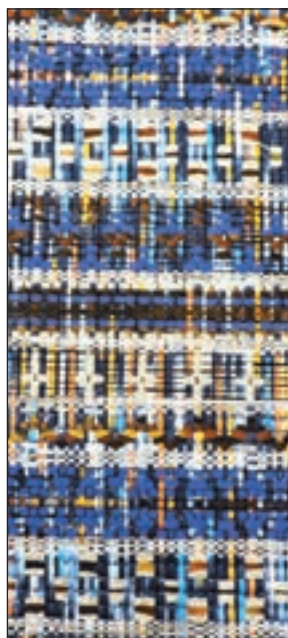
Texollini #3087D



NK Textile "Mayan Revival"



Malhia Kent #D84499
"Lamela"



Malhia Kent #D85741
"Lexicon"



Textile Secrets International Inc. "Happy Stripe"



Cinergy Textiles Inc. #TECHNO-MX2604E



Textile Secrets International Inc. "Azteconni"



Cinergy Textiles Inc. #DTY-45812-7921



Triple Textile Inc. #L-614-U



Noveltex "Mini Cherry"
Noveltex "Mini Cherry"



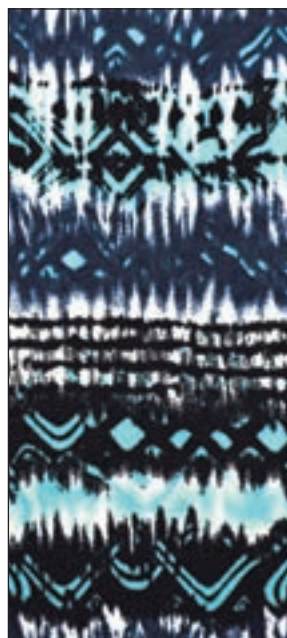
Solid Stone Fabrics #YL-6459



G&G Multitex Inc. #CP1252-01K



Texollini #4331Y



Cinergy Textiles Inc. #SK-1010-G1800



Malhia Kent #T87350
"Loirute"



G&G Multitex Inc. CP1247-01K



Malhia Kent #T84711 "Lorena"

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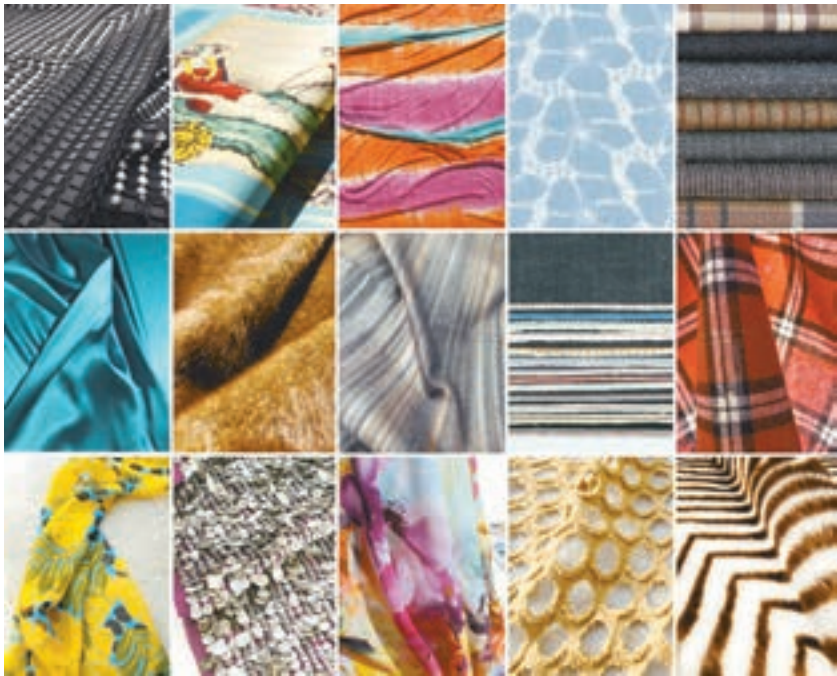
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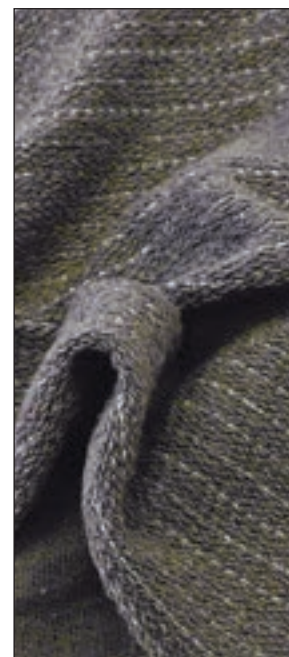
From rugby styles to highly textured ribs and novelties, look for plenty of options in stripes.



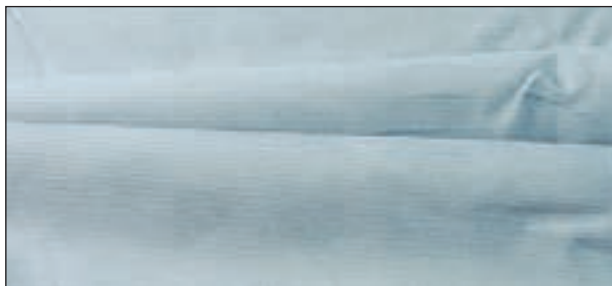
Asher Fabric Concepts/Shalom B LLC #PCH300 Japanese Varegated Ottoman



Texollini #789CSYD2



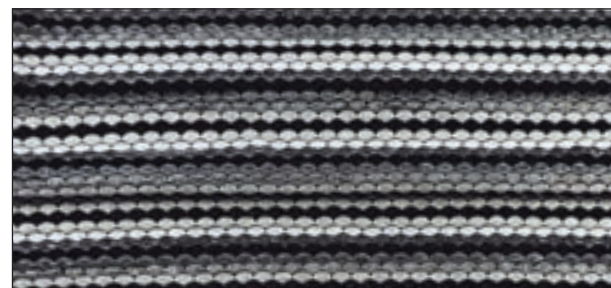
Design Knit French Terry



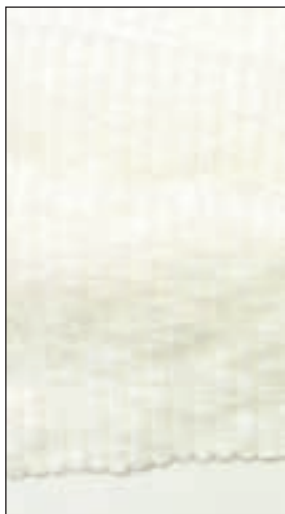
Robert Kaufman Fabrics Corduroy



NK Textile Stripe Jacquard



G&G Multitex Inc. #RPL1163-01K



Fabritex #IM77533C



Fabritex #IM75023MAR



G&G Multitex Inc. #CP3093-44K



G&G Multitex Inc. #PR3218-01KB



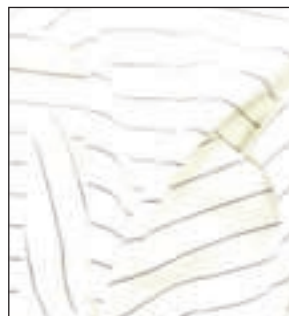
Asher Fabric Concepts/Shalom B LLC #CJ020 Cotton Blister Ottoman



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Japanese Whole Garment Knit Technology Company Opens LA Showroom

By Alison A. Nieder Executive Editor

Knitwear designers and manufacturers looking for insight and inspiration have a new destination in the **Los Angeles Fashion District** with the recent opening of a permanent showroom and design center for Japanese knitting machine and software maker **Shima Seiki** at the **California Market Center**.

On Sept. 21, the company kicked off a weeklong grand opening in its showroom in the A-Lobby suite on the ground floor of the CMC.

The company—which has offices in Japan and Hong Kong, a showroom and design center in New York, and a factory in Cranberry, N.J.—has been looking for a Los Angeles space to house a West Coast showroom and design center. Shima Seiki tested the concept last year with a temporary space at **The Reef** (previously called the **LA Mart**) but ultimately opted for a permanent space at the CMC.

The design center is currently open by appointment and staffed by two technicians.

“We can do training here; we can create samples and educate people about our technology,”

said Saraa K. Green, sales technician with **Shima Seiki USA Inc.** “If you have a project you want to do, we do a lot of R&D.”

Shima Seiki has been making flat knitting equipment for more than 50 years in Japan and has operated the New Jersey factory for 30 years. About eight years ago, the company began producing apparel, said Matthew Lleyllyn, Shima Seiki USA’s vice president. The company produces knitted garments for high-end labels such as **The Row**, **Oscar de la Renta** and **Brooks Brothers**. In Los Angeles, the company works with sweater makers such as **Andari** and **Ball of Cotton**.

The Los Angeles design center houses several of Shima Seiki’s computerized machines, including the SWG091N2, which can produce accessories such as hats, scarves, gloves and socks, including toe socks. The SRY123LP is an inlay machine that works with a yarn-insertion machine for fibers that don’t come in a cone such as metallic or glass. “The inlay ma-

chine gives the look of a woven, but it’s still a knit,” Green said, adding that the machine can also produce heavier-weight designs.

“The SSR112 is our intarsia machine,” Green said. “It’s easy to run and maintain. You can do shaping and fully fashioned garments.”

Visitors to the design center can also get a demonstration of Shima Seiki’s **SDS-OneApex3 CAD** “Total Fashion System” concept, which offers yarn and knit simulation, 3-D virtual models, and patternmaking functions.

“Manufacturers who do fast fashion depend on sampling,” Green said. The Apex3 CAD system can streamline the process. “They can cut one-third of the time [in sampling]. They can do one sample and then go to production.”

Designers can choose from a preloaded library of yarns, scan a new yarn into the Apex3 system or virtually create their own. They can adjust the yarn

gauge and view the yarn simulated in a fabric swatch or garment. Users can also start with a reference image and re-create the stitch structures.

“They can see different yarns in the

same structure,” Green said. “It saves so much time.”

There is a trim library as well as an embroidery function, a jacquard function and the “Kaleidoscope” tool, which picks up the colors from a mood board and translates them into different patterns.

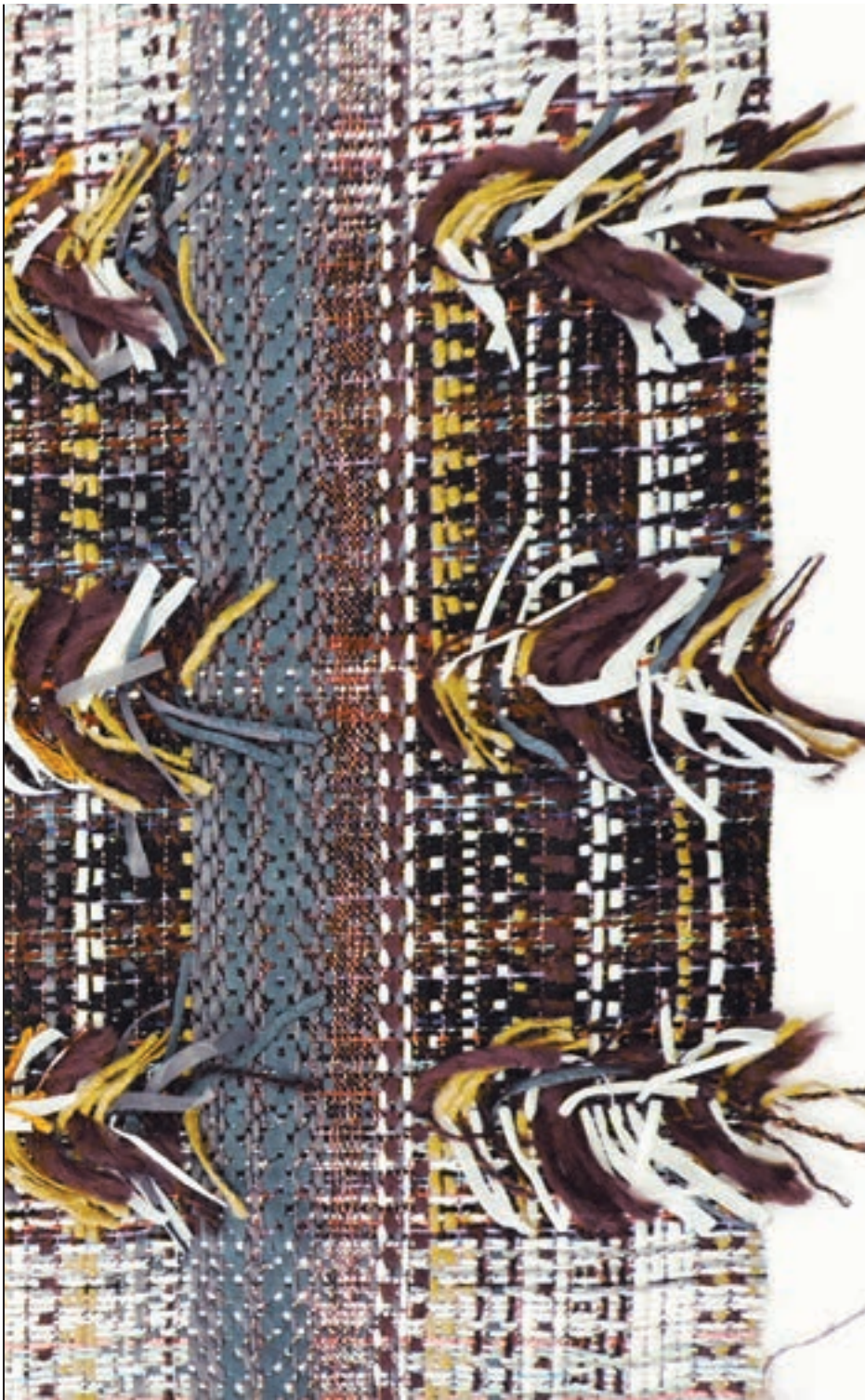
“If you do this using **Illustrator**, it can take hours,” Green said.

Virtual swatches and garments can be saved as a JPEG or Illustrator file. The Apex3 system will also generate a knit code to send to the manufacturer.

“This is information for the designer and the programmer so they are on the same page,” Green said.

Apex3 can also be used for design in circular knitting, weaving, pile weaving and printing.

For more information about the design center, contact Green at (609) 655-4788 or saraa@shimaseikiusa.com. For information about Shima Seiki, visit www.shimaseiki.com. ●



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Products and Services: In 1991, Asher Fabric Concepts, based in Los Angeles, transformed

the apparel industry by offering cutting-edge, high quality, "Made in U.S.A." knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally. Asher Fabric Concepts' customers are leaders with strong brand recognition in the high-end, fashion-forward contemporary markets. Whether it is dress wear-knits, swimwear, active wear, sportswear, body wear, or intimate apparel, Asher Fabric Concepts always delivers.

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Products and Services: Get more than just yarn. In addition to the industry's best yarn, Buhler provides unsurpassed technical support, transparency, and 20+ years of supply chain partnerships. Our US-based facilities allow for quicker delivery and agile responsiveness to market trends. Known throughout the industry for consistency, our products are certified safe by Oeko-Tex Standard100, including supima Cotton, MicroModal Edelweiss, MicroTENCEL, and various blends. Visit our website at www.buhleryarn.com.

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858
Contact: Tasha

www.californialabel.com
info@californialabel.com

Products and Services: California Label Products is exhibiting at the LA Textile show on September 28 - 30th. Visit our booth # 6001/6003 for the latest look in labels and tags to get inspired! We are dedicated to setting the highest standard of excellence in our industry. Our Art Department will help you develop your brand identity. We can give you an updated look or provide you with a new resource for your existing items. Our product list not only consists of woven labels, printed labels, hang tags, and heat transfers, but we also have a service bureau for your price tickets and care labels, with quick turn time and great pricing. We are available to serve your label needs worldwide. Above all, we value quality, consistency and creating solutions that work for you.

Dara Inc.

3216 S Broadway
Los Angeles, CA 90007
www.daraincusa.com
(213) 749-9770

Products and Services: Established in August of 1984, Dara Inc. is a credible distributor of the highest-quality trims, threads, notions, beauty and nail art materials, as well as arts and crafts products; it is known to the apparel, arts and crafts, and beauty industries. With over 30 years of the highest quality of service, Dara Inc. has positioned itself as one of the industry's top leaders throughout Southern California and has received significant national and international recognition for its excellence. Our most valuable asset is the ease of doing business due to our huge array of products, making it a "one-stop-shop" for all of our clientele's needs. Visit us at the LA Textile Show, Booth #300, 301 and 303.

Designer Fabric Warehouse

5015 District Blvd.
Los Angeles, CA 90058
(323) 277-2777
info@dfwla.com

Products and Services: Warehouse-style 60,000-square-foot store and showroom with thousands of styles and millions of yards of

deadstock fabrics for wholesale and to-the-trade customers. We offer a wide range of denims, chambray, Japanese selvedge denims, premium and novelty denims, knits, wovens, solids, prints, woolsens, linens, cottons, lace, velvets, silks, couture, vintage prints, French faux furs, leather hides, and leather remnants. Open Monday to Friday 10 AM - 4 PM, no appointment necessary. Free on-site parking. See us at the LA International Textile Show, booth# 1001-1003.

Gerber Technology

24 Industrial Park Road West
Tolland, CT 06084
(800) 826-3243
(860) 871-8082 (outside USA)
www.gerberetechnology.com

Products and Services: Gerber Technology provides a complete suite of integrated technology solutions including pattern design and product lifecycle management software, as well as sophisticated automation manufacturing systems for some of the biggest names in global apparel and sewn goods industries. Over 100 Fortune 500 companies in over 130 countries depend upon Gerber to help create and develop their products, communicate and collaborate with their global partners, and manage their data more efficiently throughout the entire process. From the industry-leading AccuMark® pattern design, grading and marker making software to textiles spreading systems, single- and multi-ply GERBERcutters®, and the YuniquePLMTM product lifecycle management software, the Gerber product portfolio will help its customer decrease time-to-market. Gerber's knowledge and experience in the apparel industry and its worldwide service organization allow it to offer some of the world's leading brands fully-integrated solutions.

JM International

850 S. Broadway, Suite 808
Los Angeles, CA 90014
(323) 376-0625
www.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, and evening markets. We work with the finest mills worldwide to offer the best French laces in all overs and/or trims, a knit collection consisting of cottons, micro modals, stripes, piece dyed as well as yarns in natural, cellulosic, and synthetic fibers. Our other luxe collections consist of an array of embroideries, cottons, silks, linens, jacquards, sequins, and prints. Please call for an appointment or visit our website. Visit us at the LA International Textile Show-Booths 101, 103, 105, 110/112, 208

Progressive Label

2545 Yates Ave.
Commerce, CA 90040
(323) 415-9770
Fax: (323) 415-9771
Info@progressivelabel.com
www.progressivelabel.com

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It's a great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and care labels.

Robert Kaufman Fabrics

129 West 132nd St.
Los Angeles, CA 90061
(800) 877-2066
Fax: (310) 538-9235
www.robertkaufman.com
info@robertkaufman.com

Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation, stocking a

wide variety of printed, yarn-dyed, and solid wovens and knits. In business for over 60 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, womenswear, contemporary, juniors, men's sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low minimums, as well as customized fabric design, development and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs. Robert Kaufman Fabrics sells wholesale and to the trade only. Our fabrics are available to the retail consumer through local quilt and fabric stores. To find a retail store that carries Robert Kaufman Fabrics, please see our website. To see what's available and our latest collections in a fully searchable format, please visit our website. To view our fabrics in person, visit us at the LA Textile Show at the California Market Center on September 28th-30th in booth 901-904.

Texollini

2575 El Presidio St.
Long Beach, CA 90810
(310) 537-3400
www.texollini.com

Products and Services: We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

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