

New Monforts soft coating provides the differences for Italian denim producer

Italian flair and German innovation make a happy marriage as integrated designer-denim producer Berto SpA installs the country's first Monforts stenter line with integrated Soft Coating technology. Variety is considered the 'spice of life', but it is also something of a survival strategy for Berto Industria Tessile SpA, - shortly to celebrate its 120th anniversary and headquartered in the beautiful village of Bovolenta, in Padua, Italy. Established in 1889 and originally producing sail cloth for Venetian sailing ships, it expanded its range to include woven fabrics for work garments, table linen, shirtings and, in the 1980's, denim.

A strategy of continuous investment has been a key to the company's continued success – for example in the early 1960's it began spinning its own open end yarns and adding ring spinning in 2004.

As denim output intensified the company installed an indigo dyeing plant. Today, as part of a major modernisation and expansion programme, Berto has just taken delivery of a new Monforts eight-chamber Montex stenter – the country's first to feature the latest Soft Coating technology installed in-line.

This, explains Berto's Finishing Division Manager Sebastiano Antico, will enable the company to increase even further the wide range of differentiated fabrics – primarily denims – it is manufacturing each season.

The sensor-controlled Soft Coating unit is a very efficient new method for applying dyes and coatings via a sophisticated roller system.

"It allows very precise applications of moistures (proofing, hydrophobic, functionality) on just one side of the material, or on both, or even to have separate treatments on each side, as required," explained Monforts Area Sales Manager Henning Frank.

"The sensors automatically adjust the moisture application rollers to the speed of the fabric and can move with or against the line, depending on the desired objective."



"Not only does this open up the potential for a wide range of new treatments and effects to be achieved," adds Ariodante Corna, of Monforts Italian representative Sacconaghi Monaco, "It can also lead to big savings as a result of the amount of reduced drying energy for the fabric being used.

As a supplier of denim to the leading European designer brands – including Armani, Dolce & Gabbana and Valentino in Italy alone – Berto has been quick to see the potential of this new technology. Obvious initial results have centred on the ability to instantly produce denims that are tough and resilient on the outside, with a softer and more comfortable inner, or in colours that are applied to certain areas of the fabric, but the company has many other new ideas in the pipeline, which it believes are giving it a vital innovation edge over the competition.



"We are very excited by the new Soft Coating technology because it offers a lot of potential for us to further differentiate our materials, building on in-house know-how developed over many years," says Mr Antico. "As far as denim is concerned, there is a constant demand for new looks and effects."

Short lots of the highest quality materials – in total between 500-600,000 metres a months – have been the key to Berto's recent success.

"We have to be very fast and ensure the highest quality to satisfy our prestigious customers," says Mr Antico. "We know from experience that Monforts technology is synonymous with high quality production, but just as importantly, our relationship is built on the reliability and quality of service provided by Monforts and Sacconaghi Monaco.

Monforts technology is also well out in front in respect of line automation and electronics. And of course, because we are dealing mostly with heavyweight denim fabrics, the machine needs to be sturdy – something at which Monforts excels."

The 2.2 m wide Montex stenter line has been installed in a new purpose-built facility



which also houses a new washing line, with space for further planned expansions. It is one of three Berto buildings which are situated on a new industrial zone in Bovolenta – the company having now outgrown its original plant which was built in the heart of the village 120 years ago. The fourth generation family-owned company's fully-integrated operations span yarn spinning, weaving and dyeing and finishing, employing 218 people and split into four divisions – Berto Denim, Berto Yarn, Berto Flat (responsible for finishing third party fabrics) and Berto Garments.

The company produces between five and seven million metres of its own fabrics and upto three million metres is finished for third parties. Berto's turnover in 2008 was more than Euros32.3 million.

Berto's mission is to become 'the fashion craftsman of denim'. They are achieving their dream with continuous improvement in structure, organization and research to obtain increased flexibility and innovative products. Today's market demands versatility, dynamism and immediacy. "Requisites such as these cannot be improvised; they are in the DNA of those who can delve into their past, retrieve the right tools with which to compete and adapt them to new scenarios," said Flavio Berto.

Berto is actively involved in many social projects around the world. For example, it has been involved in the creation of education centres in Angola and hospitals and infectious disease treatment schemes in Ghana.

For many years Berto has been particularly active in Bangladesh having built around 25 village schools in the Chittagong Hill Tracts region as well as a residential school and a hotel for students. A second Berto company of a similar size and structure to that in Italy also operates in Bangladesh. It is run by Giuseppe Berto, father of Flavio Berto, who now oversees operations in Italy.

"Here in Italy, we operate in a high wage country and constant variety and quality of service are the only way we can survive," says Flavio Berto. "New European technologies such as Monforts' Soft Coating are also essential tools for ensuring we stay ahead of the pack." ♦

Fong's sold the biggest Jumboflow dyeing machine to knit concern

Fong's National recently shipped 3 sets of Jumboflow High Temperature Dyeing Machines (figure 1) to Bangladesh-based Knit Concern Ltd. Of these 3 sets machine, HSJ-8T-T28 is the biggest machine of this model with capacity of 2,240 kg that Fong's has ever delivered to Bangladeshi market.

Founded by Mr. Joynal Abedin Mollah, Knit Concern Ltd. (figure 2) started manufacturing and exporting knit garments in the 1990s. Today, Knit Concern and its subsidiary,

KC Apparels Ltd., with a work-force of 7,500 in Bangladesh, both being fully composite units on a single campus, produce annually 5,000 tones dyed fabrics, 2,400 tones dyed yarns and 30 million pieces of readymade garments for the markets mainly in Europe, followed by USA, Canada and Japan. Its customers include "H&M", "Jules", "Camaieu", "Klingel" and "Carrefour", "Okaidi" etc.

Since its inception, Knit Concern has upheld its commitment to the constant improvement in product quality and production capacity to meet its customer needs. The company is accredited with ISO9001:2008 and OEKO-TEX Standard 100 certifications, Certificate of Appreciation as BEST COM-



Figure 3: Fong's ALLWIN High Temperature Package Dyeing Machines installed at Knit Concern's well-appointed plant.

PLAINT FACTORY, Premium Quality supplier by buyer JULES, France for 2006. On 1st May 2008, the Ministry of Labor, Government of Bangladeshi, has honored Knit Concern with the "May Day Award 2008".

VeriVide and ChromaShare announce strategic partnership for color management and quality control solution

VeriVide, the world leader in specialist lighting and digital color assessment products, and color software specialist, ChromaShare today announced a collaboration whereby VeriVide will be responsible for the world-wide sales, marketing and support of ChromaShare's revolutionary color management solution which utilises the very latest internet based technology.

This development will be of particular interest to the Fashion Retail Sector and their extended supply chains, ChromaShare's 'Smart Client' software provides a fully integrated and flexible platform that integrates the whole range of color functionality into one application. The application stores colors and images over the web, meaning that collaborating with colleagues and suppliers around the world is a seamless experience.

Users can purchase the modules they need for their particular requirements including: CS PaletteShare – provides a wide range of color input, storage, creation, comparison and searching capability together with a comprehensive and intuitive quality control package. CS Workflow - allows requests for lab dip submits to be made directly within the software, then receives and organises the responses from suppliers, enabling full control of the lab dip process. This helps avoid the historic 'email silo' mentality typically prevalent in many existing color programs.

CS ImageShare – allows users to import, store, extract color from, re-color and introduce layers into images. Images also carry a calibration file so they can be viewed in accurate color. The solution's capability is further enhanced by comprehensive reporting and remote instrument monitoring functionality.

The software was written from the ground up in response to Retailers' and manufacturers' specific requests and workflows, and uses the latest Microsoft .NET

framework to leverage the very best technologies. This facilitates a truly flexible and intuitive user interface, which by far excels typical legacy software written ten or more years ago. Direct color measurement and import of color files in all major formats are both supported. 'Drag and Drop' throughout the application also enhances integration and ease of use, and accurate calibrated color viewing is standard throughout the system.

Glenn Littlewood, Sales & Marketing Director at VeriVide, said: "We see ChromaShare very much as the missing piece in the Retail Color Management jigsaw. For some considerable time, Retailers have been looking for a fully integrated web-based solution that combines a simple and intuitive user interface with flexible 'on the fly' configuration, a 'vendor-neutral' approach to both hardware and color file format, immediate visibility of status tracking and vendor conformance, together with a cost effective and sensible approach to supplier on-boarding. We are absolutely convinced that ChromaShare completely satisfies this requirement. When combined with our capability to 'measure the un-measurable' via our DigiEye technology, and our ongoing focus on innovation in the lighting sector, we believe we have a truly unique offering and value proposition for today's time-pressured and cost-conscious Retail Sector."

Dr Andrew Bennett, Managing Director of ChromaShare, said: "The synergies between ChromaShare and VeriVide were apparent at a very early stage – we immediately saw major potential customer value in a combination of cutting edge technology, and a 'go to market' partner with unparalleled Industry knowledge and experience honed over many years working with the World's Leading Retailers and Brands."



Figure 2: Mr. Joynal Abedin Mollah, founder of Knit Concern Ltd.

As the biggest customer of Fong's in Bangladesh, Knit Concern has bought the dyeing machines from Fong's almost every year since 1998 and now there are more than 70 sets of Fong's machines installed at their well-equipped manufacturing plant. (Figure 3) "The reason we choose Fong's machine is first and foremost, assured product quality and absolute reliability as a supplier," said Mr. Mollah, "of equal importance are advanced ecological features of their machine and comprehensive technical service provided by Fong's. When we occasion a technical problem, competent service engineers are always on the spot to help us solve the problem immediately."

The new Fong's Jumboflow high temperature dyeing machines will be installed at Knit Concern's existing plant located in Narayanganj - a township hosting the largest river port of Bangladesh. Fong's Jumboflow machine is suitable for the dyeing of large varieties of fabric types, from light to heavy structure, at the lowest liquor ratio of 1:4.5. Its short dyeing process is able to help dye houses to dramatically lower production costs, reduce energy consumption and effluent discharge, which, by all accounts, results in substantial ecological and economic benefits.



Figure 1: Fong's Jumboflow High Temperature Dyeing Machine HSJ-8T-T28.

Lenzing – only fiber manufacturer with fibers of renewable raw material

At the A+A in Düsseldorf from 3 to 6 November 2009 Lenzing is the only fiber manufacturer presenting fibers of the renewable raw material wood for professional and protective clothing. The fibers Lenzing FR® and TENCEL® are continuing their triumphal course this year and are being used to an increasing extent in textiles for professional clothing.

Fibers of wood are rare in professional and protective clothing. In most cases synthetic fibers are used or cotton. Lenzing offers two specialty fibers of wood for professional clothing: Lenzing FR®, a fiber with an integrated fire resistance agent and TENCEL®, a functional fiber with an optimum moisture management. The success of Lenzing fibers can be explained by their functionality and naturalness. Moreover the environmental aspect plays an increasingly important role in the collections. The arguments of sustainability and environmental friendliness are seen by many manufacturers as a characteristic to stand out from imports from Asia. Likewise more authorities, organizations and companies attach importance to sustainable products when buying professional clothing.

Lenzing FR®- the fiber with integrated flame protection for a higher performance in extreme situations

The flame-resistant fiber Lenzing FR® is known around the world as a skin-friendly protective fiber. It is used in many professional applications as an optimum protection against different sources of heat. Unique heat insulation properties combined with permanent flame-resistance make Lenzing FR® the „Heat Protection Fiber“.

The overheating of the body during extreme physical exertion at work is a great danger. Due to the naturalness of Lenzing FR®, the fiber has a good moisture transportation which reduces the risk from life-threatening heat strokes.



New studies even show that with Lenzing FR® the core body temperature is at its lowest due to the perfect moisture management.

A low core body temperature is a basic pre-requisite for a higher performance. Different materials were compared in a series of tests: 100 % flame-resistant cotton, 100 % aramide, blends of aramide and Lenzing FR® and a blend with Modacryl and cotton.

The winner of the test was quite clearly the blend of aramide/Lenzing FR®. Due to the lower core body temperature, the wearer of Lenzing FR® has a higher performance profile. The higher performance amounts to 6 Watts. This means running for one minute longer in practice. And this one minute can save a life.



Lenzing FR® is equally a step ahead when it comes to quality. Lenzing FR® is the only FR fiber on the market produced using the Modal process. Thus the highest fiber strengths can be obtained and the flame protection is permanently placed in the inside of the fiber.

Conventional FR fibers on a viscose basis lose tenacity as a result of the incorporation and as a result their protective effect. Only Lenzing FR® offers reliable protection due to the technology from Lenzing.

TENCEL® - new and already trading well

The cellulose fiber TENCEL® is being presented at A&A for the second time. Two years ago TENCEL® was mainly shown in the medical field. One now finds TENCEL® in lots of different applications such as in Corporate Fashion, professional clothing in the gastronomy and service sector and in uniforms. The property profile of TENCEL® makes the fiber a multitalented fiber for a wide field of applications. Reduced bacterial growth, the very best



skin-sensory properties and an excellent moisture management ensure an optimum wear comfort compared to professional clothing of conventional materials. TENCEL® is particularly well suited to professional clothing since it is the strongest fiber among the cellulose fibers.

The high tenacity profile in the wet and dry condition beats any other cellulose fiber. In particular the high tenacity increases the dimensional stability in each end product and makes professional clothing of TENCEL® particularly durable and long-lasting.

TENCEL® can be blended with different fibers and significantly enhances the wear comfort. Not only the wear comfort is improved but also the eco balance of individual textiles can be positively changed due to the admixture of TENCEL®. If the share of cotton in professional clothing is replaced with TENCEL®, this can improve the environmental friendliness. As little as 25 % of TENCEL® fiber in the textile reduces the amount of cultivable land required for cotton by 25 %. Likewise the water consumption is reduced by 25 %.

Humans at work

Lenzing positions itself as a specialist in the field of professional clothing and in a new testimonial campaign it shows people wearing TENCEL® or Lenzing FR® at their place of work. They report on the wear comfort and provide new insight into international working habits. Thus a forester from Austria or a chef from Hong Kong report on TENCEL® professional clothing at their specific place of work. Each professional application has special demands of the professional clothing used. Lenzing fibers are used all over the world in a variety of applications and completely satisfy various demands depending on the structure and processing. ♦

New strategic partner for Uster Technologies

Uster Technologies Ltd., a manufacturer of quality measurement and certification products for the textile industry, announced that it has raised 43.9 million Swiss francs and broadened its shareholder base thanks to a new strategic investor, Japan-based Toyota Industries Corp. Uster believes the transaction should strengthen its financial and operational flexibility, and says it also "represents a strong strategic endorsement of the company's market position by a major global industrial group offering synergies and new joint business development opportunities."

Toyota Industries Corp. was founded in 1926 to manufacture and sell weaving machines. Over the years, Toyota has added other textile machinery as well as automobiles, material handling equipment, electronics, and logistics solutions to its scope of business. Uster issued 1.9 million new shares with a par value of 9.40 Swiss francs each from its authorized share capital. After the transaction, the new shares represent 22.5 percent of the outstanding share capital.

Flexibility

"The proceeds of the transaction of 43.9 million Swiss francs will primarily be used to improve the balance sheet by reducing debt positions and to further invest in product and market developments," Uster stated. The new funds are said to provide the company with additional financial flexibility to ensure the build-up of market volume back to levels achieved in 2007. The main reason for this partnership was to reduce the debt and therefore reduce loan costs. The trigger for the capital increase was the so-called "uncomfortable balance sheet and shortage of cash." Uster looked up to various options, even among its own major shareholders and checked different possibilities. Finally, it was determined that Toyota would be the ideal strategic investor. Toyota will make an important investment in Uster technologies and is convinced that "Uster is a reliable and valuable partner for a promising future."

Stronger partners

In a telephone conference call, Dr. Geoffrey Scott, CEO, Uster Technologies, said he is "delighted to have Toyota Industries Corporation invest in Uster Technologies Ltd. as a new, long-term and strategic shareholder."

"The new investor is said to be the best partner for a long-term strategy in the best interest of Uster and its shareholders. Both companies are in a leading position in their market environment, and the transaction

will further strengthen both partners. Toyota, as Scott mentioned, is the partner of choice because both companies are highly committed to quality. Under a lock-up agreement, Toyota is bound to hold the new shares for a period of 12 months following issuance of the shares.

In acknowledgement of the size of the investment and in order to strengthen the strategic cooperation, it will be proposed for approval at Uster's Annual General Meeting in March 2010 that a representative of Toyota will join Uster's Board of Directors.

Synergies

One may question the synergy potential of such a partnership. It must be noted that Toyota is working not only in the sector of weaving

machines but also in spinning preparation. This, said the management of Uster, will bring new synergies for both partners. There are also plans for Uster to move toward the development of products for the weaving sector.

Tetsuro Toyoda, president, Toyota Industries Corp., said this investment in Uster "establishes a basis for us to further develop Toyota Industries Corp.'s business opportunities."

He believes in Uster's strong market position and is "pleased to have been given the opportunity to invest in a highly profitable company with an excellent technology and a product portfolio [with an] outstanding quality management system." ♦



Dr. Geoffrey Scott, CEO, Uster Technologies.

Atlas Copco's smallest oil-injected screw compressor range delivers more

Driven by a future generation element and using the most advanced development techniques, Atlas Copco has redesigned its smallest oil-injected screw compressor range GA 5-11/GA 5-15 kW Variable Speed Drive (VSD). By delivering more performance, more flexibility and more reliability, this new range sets a new industry standard in the 5 to 15 kW compressor range. An 8% increase of air delivery, noise levels as low as 60 dB(A), new VSD voltage variants, an extended operating range, a new Elektronikon® controller and an additional tank-mounted GA 15 VSD model, boost the possibilities of this new range. This GA 5-15 (VSD) range is used in a variety of applications as general assembly and manufacturing and in a broad range of industries including, automotive, water treatment, air segmentation, construction and many others.

More Performance

Since energy costs account to up to 70% of the compressor's lifecycle cost (LCC), it is Atlas Copco's commitment to reduce this cost drastically with every new compressor generation. Atlas Copco's engineers have succeeded in lowering SER (Specific Energy Requirements) by up to 8% by integrating the new screw compressor element in an enhanced packaging. At the same time, FAD (Free Air Delivery) is increased with up to 8%, resulting in remarkable savings on your annual electricity bill. When the compressed air demand is fluctuating, the advanced control algorithms of Atlas Copco's VSD (Variable Speed Drive) create average energy savings of 35%. The entire GA 5-15 VSD range has been equipped with new saver cycles on both fan and dryer, increasing the average energy savings even further.

More flexibility

Installation flexibility is characteristic for this GA 5-11/GA 5-15 VSD Premium-range. The

GA Workplace Concept is reinforced with noise levels starting from 60 dB(A)*. This GA-range is the most silent in the complete Atlas Copco GA-portfolio, allowing for installation close to the point of use. Installation cost is further minimized by extending the standard operating range to up to 46° Celcius, making a dedicated compressor room unnecessary. More VSD models, including a tank-mounted GA 15 VSD and new standard Voltage 200/575 variants, reduce installation costs even more, extending the VSD offer towards our customers.

More Reliable

The newly developed element has been optimized and built to last. Reliability is further increased by the improved belt-driven drive train, developed in accordance with the highest industry standards. The introduction of the Elektronikon® in the GA 5-15 (VSD) allows for remote online monitoring through a simple ethernet connection. This internet-based compressor visualization increases both reliability and efficiency by offering a great variety of control and monitoring features. The Graphical controller (a standard feature for the VSD unit) even enables the control of up to 6 compressors. Reliability is finally improved by introducing a new integrated dryer range. By guaranteeing excellence in air quality, downstream equipment is protected from corrosion; even in the most tropical conditions.

Conclusion

With the GA 5-11/GA 5-15 VSD range, Atlas Copco reinforces and extends its premium offer in the smaller kW range. Atlas Copco's drive for innovation allows for continuous improvements, setting a standard in the field of oil-injected air. Whether for small, medium or larger applications, your local Atlas Copco representative can help you find the compressor that fits your specific requirements.

Oerlikon Textile is focusing on the component business/MBO of Oerlikon Enka Tecnica

Oerlikon Textile is focusing on the component business and is selling Oerlikon Enka Tecnica with domicile in Übach-Palenberg in line with a management buyout.

„This is the optimum solution for all parties concerned: Oerlikon Textile Components is concentrating on its core competences; due to the management buyout, all 110 jobs will be preserved, the new company has the possibility to operate in the market with more flexibility and latitude“, says Thomas Babacan, CEO of Oerlikon Textile and COO of the Oerlikon group. The buyer of Oerlikon Enka Tecnica with the German locations in Übach-Palenberg (North Rhine Westphalia) and Gröbzig (Saxony-Anhalt) is Uwe Gaedike Beteiligung GmbH, Bonn. The transaction has been concluded with effect from 25 November 2009.

Enka Tecnica GmbH will continue to concentrate on the production of parts and components for the construction of high precision machines. Today, the company provides customers in the spinning and non-woven sector with individual solutions for spinnerets and special articles for the production of manmade fibres and nonwoven fabrics. In addition, Enca Tecnica carries out spinneret maintenance and offers an increasingly wide product portfolio in the micro product sector with special surface finishing, e.g. also for the medicine sector. A further close cooperation with the Oerlikon Textile units is expected.

Elmarco and University of Akron sign agreement

Elmarco s.r.o. has entered into a cooperation agreement with the University of Akron, Ohio, as a new member of the Coalescence Filtration Nanomaterials Consortium (CFNC). Other CFNC associate companies are Ahlstrom, Donaldson, Cummins Filtration, Parker Hannifin Corporation, and MemPro Ceramics.

Elmarco's initial contribution to the consortium is the delivery of unique laboratory equipment for the production of nanofibers, the Nanospider™ Lab Machine. Elmarco's proprietary technology is easily upscaled to industrial levels, which opens great opportunities to explore the results from consortium research projects in commercial uses. Elmarco is the leading supplier of machinery for industrial production of nanofiber materials.

BRÜCKNER celebrates 60 years of success in the textile industry

The worldwide active and family-run German engineering company BRÜCKNER celebrates this year its 60th anniversary.

In 1949 the BRÜCKNER company group was born, which marked the beginning of a fast-paced development from a small technical office to the worldwide leader in textile machinery engineering. The company founder Kurt Brückner began for a start with the construction of air conditioning units but soon he concentrated on the engineering and construction of drying lines which is up to now the core business of BRÜCKNER. For ten years now already Regina Brückner, the daughter of the company founder, and her husband Axel Pieper is leading successfully the company - a family tradition in the second generation.

The successful development of the company was furthered by the worldwide activity, many innovative ideas, numerous patents and the constant development of



the product portfolio. Today, BRÜCKNER is the leading manufacturer of tailor-made lines for the finishing (drying, heat-setting, curing, continuous dyeing, sanforizing, compacting, coating etc.) of woven and knitted fabric and the processing of technical textiles and non-wovens. Innovative energy saving concepts round out the product range. For decades the make BRÜCKNER stands for advanced technology and highest quality - made in Germany.



Fig. 2: Latest POWER-FRAME stenter generation.

On this occasion we want to thank our customers very much for their confidence and their loyalty to our company.

With more than 5000 supplied lines we can look back with pride on the past 60 years, we are happy that we could realize so many interesting and demanding projects. With the help of your and our know-how we built a good and reliable basis and we can look confidently into the future.



Fig. 1: Small Brueckner stenter dating from 1959.

University of Akron has a long and very successful tradition in the research and development of electrospinning processes for nanofiber production and applications. Professors Darrell H. Reneker and George G. Chase are widely considered to be experts in this field. They recognized the huge potential for practical applications of nanofibers, and in 1998, established the CFNC in order to synergize ideas and scientific background of the University with technology transfer experience of the innovative industrial members of the consortium.

The mission of the CFNC is to conduct fundamental research in performance coalescence filters and the design of filter media, including the development and application of nanofibers. The research scope includes theory, modeling, and experiments on capture and coalescence of micron and nanometer size drops and particles in non-woven filter media made of micron and nanometer diameter fibers; methods of nanofiber generation and construction of non-woven media with nanofibers; liquid-liquid and gas-liquid coalescence.

ASTM International offers training course on regulatory compliance for the flammability of general wearing apparel

ASTM International's training course, "Regulatory Compliance for the Flammability of General Wearing Apparel," will provide attendees a basic understanding of the Flammable Fabric Act and Citation 16 CFR 1610 (Standard for the Flammability of Clothing Textiles), which apply to all general wearing apparel manufactured and distributed in the United States. These Federal requirements eliminate very flammable textiles from entering the U.S. marketplace.

The course will be held on April 14 in New York, N.Y., and May 18 in Chicago, Ill, and will address:

- ❖ Who is responsible for what under Citation 16 CFR 1610;
- ❖ What is a continuance of guarantee;
- ❖ Recordkeeping;
- ❖ Penalties for failure to comply;
- ❖ How the ASTM test method on flammability of apparel textiles is performed;
- ❖ What the results mean;
- ❖ What are the flame spread classifications;
- ❖ Performance behavior, including factors of fiber type, weave, finish and dyes;
- ❖ Reporting requirements and more.

The \$495 USD course tuition includes ASTM D1230, Standard Test Method for Flammability of Apparel Textiles, a copy of 16 CFR 1610, course notes, a certificate of attendance, 0.7 Continuing Education Units (CEUs) and refreshment breaks.

For more information or a free brochure, contact Eileen Finn, ASTM International, West Conshohocken, Pa. (phone: 610-832-9686; efinn@astm.org).

This course can be tailored to your company's needs and can be brought by ASTM International to your site. Call Scott Murphy, ASTM International, West Conshohocken, Pa. (phone: 610-832-9685; smurphy@astm.org) for details.

ASTM International is one of the largest international standards development and delivery systems in the world. ASTM International meets the World Trade Organization (WTO) principles for the development of international standards: coherence, consensus, devel-

opment dimension, effectiveness, impartiality, openness, relevance and transparency. ASTM standards are accepted and used in research and development, product testing, quality systems and commercial transactions.

Japan: The international stage for "Biella the art of excellence"

The foundation consolidates its promotional strategy in the far east and proposes a workshop on the widespread creativity of Biella at the roots of the success of made in Italy.

A new promotional initiative from the "Biella The Art of Excellence." Foundation with a mission in Tokyo on 11 and 12 November 2009 organised in collaboration with the I.C.E. (Italian institute for foreign trade) office in Tokyo and made possible thanks to support from the Piedmont Regional Authorities.

The aim is to set up strategic agreements with important representatives from the world of Japanese retail leading to profitable cooperation with a view to increasing trade of products made in Biella in particular and in Italy in general.

"After Hong Kong", explained Luciano Donatelli, president of the "Biella The Art of Excellence." Foundation, "we decided to consolidate our promotional strategy in the Far East by shifting to Japan. This choice goes against the trend followed by several top brands, because we believe that Japanese consumers are today entering a new phase: in the generalised consumer crisis that has existed for some years now on the market, today they are looking for quality and design at reasonable prices. An evolution that offers new opportunities for those districts, like Biella, that have a recognisable brand and strong cultural identity".

This Japanese appointment is part of "Italia in Giappone 2009", a system event started up in September by the Italian Embassy in collaboration with the I.C.E. and other Italian Institutions in Japan. It will end in December and the aim is to provide a chance for dialogue and debate on the value of products made in Biella as part of the evolution of the international market and business models used by several very successful companies in the sector. On 11 November there will be a workshop entitled "The widespread creativity of Biella at the roots of the success of made in Italy", organised in collaboration with the I.C.E. office in Tokyo.

"The current crisis", comments Marco della Croce, vice president of the "Biella The Art of Excellence." Foundation, "has laid the foundations for rediscovery of local supply chains, not only for top quality craftsmanship products, but also for articles that require continual interaction between operators employed in the various highly specialised stages of production. Today more than ever therefore, local supply chains represent an opportunity for those companies who use the collaboration provided by these systems to develop their products, improve their creativity and find partners able to understand market needs. This widespread creativity is a characteristic of all the suppliers along the chain and this is the district's real competitive advantage that we want to promote abroad."

This transfer to Tokyo will also provide a privileged setting for the third "Biella The Art of Excellence. Award", which this year will be given to a major fan of products made in Biella, representative of these articles in Japan. The 2009 edition sees selection of a prestigious name from the world of Japanese retail, who, over the years, has shown special appreciation of Biella quality.

The Biella district is known among Japanese sector operators as the most famous and most important Italian textile manufacturing district for menswear and they also admire its knitwear yarns.

In addition to the renowned quality recognised and esteemed by Japanese experts, Biella products are also well-known and popular in Japan thanks to their special production techniques and innovative system that guarantees product traceability.

The Foundation also intends to export its local culture with presentation of gastronomic specialities from Biella during a Gala Dinner organised in collaboration with the I.C.E. Tokyo, which will see participation by the most important Japanese retailers, distributors and importers of clothing. The aim is provide a cultural context for the manufacturing area.

A number of Biella-made articles will also be presented in a dedicated corner: fabrics, finished garments and accessories by Boglioli and the clothing produced for all the staff at the G8 summit held in L'Aquila last July, featuring textiles all made in Biella by the Cerruti and Ormezzano wool mills, menswear by Corneliani and womenswear by Annalisa Confezioni. ♦