



News Release

**P.O. Box 12215
Research Triangle Park, NC 27709-2215
www.aatcc.org**

FOR IMMEDIATE RELEASE

**CONTACT: PEGGY PICKETT, EDUCATION DIRECTOR
Tel: +1 919 549 3533; Fax: +1 919 549 8933
E-mail: pickettp@aatcc.org**

SYMPOSIUM FOCUSES ON SUSTAINABILITY IN DENIM

RESEARCH TRIANGLE PARK, N.C., USA, Tuesday, September 22, 2009—If denim is your life or livelihood, this year's educational event for you is the *Fashion Trends, Technologies, and Sustainability in Denim and Garment Wet Processing Symposium*.

The symposium, sponsored by AATCC, will take place December 9-10 at the Hilton in Long Beach, Calif., USA. The focus is on fashion, brand, and consumer trends; sustainability; regulations; chemical trends; and garment washing trends.

Dennis C. Scheer, Polo Ralph Lauren, will chair the event. Don't miss out on this opportunity to learn more about the fashion garment washing industry and network with industry suppliers!

Presentations will include:

Garment Washing Trends Session

- Reducing the 'Footprint' in Cotton Wet Processing, **Len Farias, Cotton Incorporated**
- Tie Dyeing and Specialty Treatments for Fashion/Mass Markets, **Cas Shiver, Sundog Apparel**
- Communication in Garment Wash, **George Cook, DyStar**
- How Labels are Affected by Post Garment Processing, **Barry Van Dyke, Avery Dennison**

Sustainability Session

- Green and Sustainable Products—What Does It Mean for a Chemical Supplier? **Mike Cheek, Huntsman**
- Threads of a Life Cycle, **Colleen Kohlsaet, Levi Strauss & Co.**
- Nike's Approach to Environmentally Preferred Materials, **Eraina Duffy, Nike Inc.**
- Sustainable Cinderella—Is It Before or After Midnight for You? **Henry Boyter, Institute of Textile Technology**

Fashion, Brand, and Consumer Trends Session

- Fit Solutions for the Apparel Industry, **Emily Robertson, Alvanon**
- Prince of Prints— An In-depth Look at Digital Fabric Printing through the Creative Process of Different Designers and Markets, **Danielle Locastro, First2Print**
- Buy Local by Locals, **Celeste Lilore, Restore Clothing**
- Global Trends: A Student's Perspective—**A Panel Discussion** with Students from the International Manufacturing & Product Development Program at the Fashion Institute of Design & Merchandising (FIDM)

Regulations Session

- REACH: How the Long Arm of Regulations Affect You? **Karen Kylo, SGS US Testing Services**
- Intellectual Properties, **Greg Weisman, Silver & Freedman**
- Gate Access and RFID Tags, **Chris Cannon, Port of Los Angeles**
- CPSIA, **Speaker from Bureau Veritas**

Chemical Trends Session

- Novel Chemo-Enzymatic System for Wool Bleaching, Biopolishing, and Shrinkage Control, **Jeanette Cardamone, USDA ARS SRRC**
- Functional Finishes for Product Enhancement, **Barry Ferguson, Emerald Materials**
- Achieving the Indigo Look Without Using Indigo, **Swain Bennett, Clariant**
- Cationic Cotton Impact on Garment Dyeing and the Environment, **Tom McCall, TCM Group**
- Innovations in Garment Finishing, **Manon Clavel, Jeanologia**
- Novel and Fashion Applications of Reactants and Polymers, **Marco Nava, Garmon & Bozzetto Chemicals**

A Suppliers' Reception with tabletop displays will be held on Wednesday evening. Industry suppliers will be on hand to share the latest information about their products and services.

For more information and to register online, visit:

www.aatcc.org/programs/workshops/FashionGarmentSymposium.cfm

Individuals registering on or before November 24 pay US\$749 (US\$499 for individual and corporate AATCC members), which includes luncheons, breaks, and a copy of all available papers on CD. After November 24 the registration fee increases to US\$799

(US\$549 for AATCC members). Refunds will be honored if cancellations are received on or before December 1, 2009. A US\$75 cancellation fee will be charged.

Overnight accommodations are available at the Hilton Long Beach, 701 W Ocean Blvd., Long Beach, CA, USA 90831, phone +1 562 983 3400. Reservations should be made directly with the hotel and attendance at the AATCC program should be specified to receive the group rate of US\$134 per night. Reservations must be made by November 16 to ensure room availability.

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ABOUT AATCC: *AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA, provides test method development, quality control materials, and professional networking for members in about 60 countries throughout the world.*

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