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**AATCC OFFERS *FREE* SEMINAR ON  
'UNDERSTANDING HOW PERFORMANCE TEXTILES WORK:  
THE PAYOFF OF ADDED VALUE'**

**RESEARCH TRIANGLE PARK, N.C., USA, Tuesday, June 15, 2010—How can you make textile performance features pay off for *your* business? AATCC and Concept III will co-sponsor a free one-hour seminar in conjunction with the Outdoor Retailer Summer Market.** The seminar presenters will take the mystery out of the *how* and *why* of textile performance features, and tell you how these features can increase your sales. Retailers, product developers, merchandisers—just about anyone involved with textile-based products—need to know what works, what doesn't, and *why*, so they can get a head start on adding value that appeals to consumers.

The presenters will tackle two key performance features for the outdoor market: odor control and moisture management. Why is odor control so important to today's market? Mike Sweet, of Polygiene AB, will review odor control methods, how odor is formed, test methods, and go over what claims can be made legally in advertising. Cotton Incorporated's Michele Wallace, an AATCC textile testing expert, explains the various aspects of moisture management—wicking, dry time, breathability, and more. Learn to quantify them, and how to optimize them.

There will be a question and answer period after the seminar, with experts from AATCC's staff available to answer questions in addition to the presenters. The seminar will be held 9-10am in Salt Lake City on Tuesday, August 3rd, the first day of the Outdoor Retailer Summer Market, at the Salt Lake City Marriot Downtown, across from the Salt Palace. The seminar is free and all Outdoor Retailer attendees are invited. For more information, contact Concept III at (732) 530-1976, [info@conceptiii.com](mailto:info@conceptiii.com), or visit [www.aatcc.org/programs/ORMS](http://www.aatcc.org/programs/ORMS).

**ABOUT OUR PRESENTERS:**

**Mike Sweet** is Director of Technical Development for Polygiene AB, a worldwide supplier of antimicrobial solutions. Sweet has been involved extensively with the technical aspects of odor treatment and antimicrobials on textiles from mill production to technical sales support his entire career. He was instrumental in adapting Polygiene odor and microbe control technology, originally used in industrial applications, for use in textile-based products that come in contact with the skin.

**Michele Wallace** is Chair of AATCC's RA63 Committee on Water Resistance, Absorbency, and Wetting Agent Evaluation Test Methods. She was also instrumental in developing the 2008 *AATCC Moisture Management Technical Supplement*. Wallace is currently Associate Director of Product Integrity at Cotton Incorporated. Throughout her career, she has conducted research on antimicrobials, flammability, moisture management, stain resistance, and other functional finishes.

**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.*

**ABOUT CONCEPT III:** *Concept III Textiles International is an inclusive resource for the development, sourcing, and production of fabric-based finished products worldwide for the active sports and outdoor markets. Headquartered in Red Bank, NJ in the U.S., it also has offices in five cities worldwide. For more information go to <http://www.conceptiii.com>*

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**M. Wallace Photo:** [http://www.aatcc.org/programs/ORSM/images/michelle\\_wallace.jpg](http://www.aatcc.org/programs/ORSM/images/michelle_wallace.jpg)

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