



News Release

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Contact: Peggy Pickett, Director of Educational Programs

Phone +1 919 549 3533; Fax +1 919 549 8933

Email pickettp@aatcc.org

Denim and Performancewear Back-to-Back Symposia

RESEARCH TRIANGLE PARK, N.C., USA, August 11, 2011— AATCC will offer back-to-back symposia combined into a three-day event in Long Beach, California, December 7-9.

Denim and Fashion Garment Washing: What's New, Innovative, & Sustainable will be held on December 7th and the morning of the 8th. Sessions will focus on design & development; emerging technologies and applications; and garment washing trends.

Performance & Outerwear: Optimizing through Innovation will begin on the afternoon of December 8th and run through the 9th. Session topics will cover sustainability & innovation; optimizing product performance; and fashion and brand developments. Attendees will have the opportunity to register to attend either or both of the programs.

Presentations for **Denim and Fashion Garment Washing: What's New, Innovative, & Sustainable** include:

- Digital Denim; **Carly Spano**, Cotton Incorporated
- Benefits and Uses of Flame Resistant (FR) Denim; **Quentin Bonner**, Springfield LLC
- Fashion Garment Washing Trends, Using More Sustainable Processes; **Renato Silva**, Pulcra Chemicals
- New Enzymes for Denim Processing; **Chuck Stewart**, Tumbling Colors
- Sustainable is a By-product of Innovations; **Dave Johnson**, True Religion
- Pad-Sizing-Ox, A Step Beyond in Resource Savings in Denim; **Miguel Sanchez**, Clariant International Ltd.
- The Uses of Natural Dyes and Organic Indigo with Textile Machinery: New Advances in Colorants and Technology; **Kathy Hattori**, Botanical Colors
- Denim Recycling Update; **Speaker TBD** from Cotton Incorporated
- Transforming Textiles: Innovations toward Sustainability; **Heather Hocker**, Textile Exchange

- Cotton Market Overview & Outlook; **Jon Devine**, Cotton Incorporated
- Doing Business in a New Economy; **Frances Harder**, Fashion Business Inc.
- Garment Dyers Guide to Cationic Cotton; **Chuck Stewart**, Tumbling Colors
- Sustainable Development through Selected Chemicals for Garment Wet Processing; **Razvan Popescu**, Garmon & Bozzetto

Presentations for **Performance & Outerwear: Optimizing through Innovation** include:

- Ceramic Based Coatings and their Effects on Outdoor Performance Fabrics; **Brian Furr**, DyStar
- Recycle, Reuse, Reinvent; **Kristine Upesleja**, Fashion Institute of Design and Merchandising
- Peroxide Based Fabric Functionalization Provides Antimicrobial and Antifungal Properties; **Bernd Liesenfeld**, Quick-Med Technologies Inc.
- Fluorine-free Durable Water Repellent; **Fernando Vazquez**, Dow Corning Corp.
- The Performance of Retroreflective Clothing; **Tom King**, King-Tech
- Improving Value by Testing-Performance Fabrics and Apparel; **Robert Lattie**, SDL Atlas LLC
- The Future of Lighting: Color, Efficiency, and Compliance; **Ann Laidlaw**, X-Rite Inc.

Bryan Swarn, president & CEO of Phenetix Urban Athletic Wear Co., will make the keynote presentation, titled, "Phenetix: Creating Outer Wear for Your Inner Style." Swarn was honored at AATCC's 2011 International Conference as the first recipient of AATCC's Young Entrepreneur Award. He will share his company's history, goals, and vision.

Individuals registering to attend **either** the Denim and Fashion Garment Washing: What's New, Innovative, & Sustainable symposium **or** the Performance & Outerwear: Optimizing through Innovation symposium on or before November 22 pay US\$499 for AATCC members (US\$749 for non-members). This includes luncheons, break refreshments, and a copy of all available proceedings.

Individuals registering to attend **both** symposia on or before November 22 pay US\$689 for AATCC members (US\$1029 for non-members).

After November 22, all fees increase by US\$50.

Refunds (minus US\$75 cancellation fee) will be honored if cancellations are received on or before November 22, 2011.

Details and registration:

<http://www.aatcc.org/events/symposia/index.htm>

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 its members around the world. Additional information is available at www.aatcc.org.*

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