



News Release

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BRYAN SWARN WINS AATCC YOUNG ENTREPRENEUR AWARD

**RESEARCH TRIANGLE PARK, N.C., USA, Thursday, May 5, 2011—
Bryan Swarn is the 2010 recipient of the AATCC Young
Entrepreneur Award. AATCC presented the inaugural award at the
yearly AATCC International Conference held in Charleston, S.C.,
USA this past March.**

Co-founder of Phenetix Urban Athletic Wear Co., **Bryan Swarn** was chosen “for his intuition, creativity, leadership, and courage in creating a new generation of products and promoting new opportunities for the textile industry.”

Bryan Swarn started Phenetix while a student of the Georgia Institute of Technology (Georgia Tech). He was an All-American on the Georgia Tech track and field team. In this role, he understood and appreciated the “importance of durable, light-weight uniforms with great wicking capabilities, range of motion, and quality design.” Georgia Tech’s uniforms were not of this caliber, and Swarn told his coach that he could design a uniform “with better quality and fashion-forward designs.”

Phenetix’s first uniforms went to Howard University in the spring of 2004, followed by Florida State and Georgia Tech in 2005. Since its inception, Phenetix has grown nationally with several college, high school, and club clients; it has also grown internationally as Phenetix International, “a team of world-class, Olympic caliber track and field athletes, running in our uniforms around the globe.”

Swarn is a 2010 Georgia Tech college of engineering Outstanding Young Alumni Award winner. He participated in the STEM Volunteer Career Program, and is a member of Junior Achievement. Swarn is a four-time College All-American in track and field, a two-time Buddy Fowlkes Competitor Award winner, a five-time ACC Champion, a winner of the Georgia Tech Total Person student-athlete award, ACC Top Six for Service award, and Georgia Tech Captain’s Captain Award.

The Young Entrepreneur Award was created to focus on young entrepreneurs (less than 40 years of age), who engage in business or industry based on the objectives of the Association. These objectives include increasing the knowledge of the application of colorants, chemicals, and polymers in the textile industry; encouraging research on textile design, coloration, chemical processes, and materials of importance to the textile industry; and increasing the interchange of professional knowledge among AATCC members.

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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Photo Link: <http://www.aatcc.org/media/pr/2011/images/YEA.jpg>

Photo Caption: “Award winner Bryan Swarn is presented with the AATCC Young Entrepreneur Award by Committee Chair Ian Hardin.”

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