



News Release

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AATCC Holds 2012 International Conference

RESEARCH TRIANGLE PARK, N.C., USA, January 25, 2012—AATCC's 2012 International Conference will be held this year at the Hilton University Place in Charlotte, N.C., USA, March 21-23. The conference will feature three educational tracks which mirror the Association's interest groups: Chemical Applications, Concept 2 Consumer[®] (C2C), and Materials.

The Chemical Applications track will address new advances in preparation and dyeing, antimicrobials, and performance finishing. Sessions in the C2C track will include pathway to sustainability, beyond the borders, the power of social media, and "see it, wear it, explore it." The Materials track will focus on protective textiles, medical materials, specialty materials, and innovative technologies. Also featured is a poster session covering all areas of textile and materials research.

Besides cutting-edge textile research, the Conference features many activities for students, such as the Herman and Myrtle Goldstein Student Paper Competition and a student Textile Bowl.

Other happenings of note include tabletop exhibits, a Welcoming Reception, and Awards Luncheon.

AATCC's 2011 recipient of the Olney Medal for outstanding achievements in the field of textile chemistry is Dr. Martin Bide, University of Rhode Island. Bide's prestigious Olney Medal Address on Friday, March 23, is titled, "In Praise of Textile Chemistry."

Attendees should register before February 24th for a significant pre-registration discount. To attend the Conference, or for additional information, visit: www.aatcc.org/ic

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

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