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AATCC NEWS



Association of Textile, Apparel & Materials Professionals



March 3, 2015



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2015 International Conference

Keynote Speaker:
Kevin Myette

North American Director
bluesign technologies ag

Doing Well or Just Looking Good?

Sustainability is the Keynote Topic for the 2015 AATCC International Conference

Kevin Myette, North American Director, bluesign technologies ag, will provide the keynote presentation at AATCC's 2015 International Conference. His presentation titled, Doing Well or Just Looking Good? will be given at 9:30 am on March 25.

[More info...](#)

First Time at IC?

AATCC's International Conference (IC) offers a lot of information and experiences on a broad range of textile-related topics—a great value for your time and money. Today is your last chance to save even more money on IC!

[More info...](#)



April Webinar to Focus on Weaving Compliance and Regulatory Requirements into Textile R&D

Join us on April 23 at 11:00 AM (EDT) as Joe Walkuski with TEXbase presents this informative webinar.

[More info...](#)



Proficiency Testing

The best labs test themselves regularly and AATCC Proficiency Testing Programs help you do just that. Anonymously gauge your lab's performance against hundreds of others.

[More info...](#)



C2C Design Competition

Reminder: Student Entries for the C2C Design Competition, Hot Technology for Cool Days are due April 9th!

[More info...](#)



International Conference
Savannah, GA, USA
March 24-26, 2015
Register Now!

UPCOMING EVENTS

[For complete list and updates, visit the AATCC Events page](#)

March 24-26, 2015

2015 International Conference
Hilton DeSoto, Savannah, GA
[more info..](#)

May 5-7, 2015

May Committee Meetings
Research Triangle Park, NC
[more info](#)

May 17-19, 2015

STRC 2015 Conference
Greenville, SC
Mark your Calendar

April 23, 2015

11:00 AM (EDT)
Weaving Compliance and Regulatory Requirements into Textile R&D Webinar
[more info...](#)

June 10-14, 2015

The 13th International Wool Research Conference & AATCC Sustainability Symposium
Zhejiang Sci-Tech University
Hangzhou, Zhejiang, China
[more info..](#)

**If you would like to register for an event please contact our [Education Department](#)

Student Competition Deadlines

April 9, 2015

C2C® Student Design Competition
Entries Due
[more info...](#)

April 29, 2015

C2C® Student Merchandising Competition
Entries Due
[more info..](#)

Open Enrollment

Textile Fundamentals Web-Based Training
[more info...](#)

Online AATCC Test Method Training
[more info...](#)

AATCC Recorded Webinars
[more info...](#)

Getting White Right
[more info...](#)

Proficiency Testing Registration

April 4, 2015
Water Resistance/Repellency
[more info..](#)

May 5, 2015
Colorfastness
[more info..](#)

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Doing Well or Just Looking Good? Sustainability is the Keynote Topic for the 2015 AATCC International Conference

Doing Well or Just Looking Good?

The topic of sustainability in apparel, footwear and textiles in general is a hot one. More is being discussed, conferences are booming, standards and certifications are proliferating, innovations *are* occurring, books are multiplying, and corporate sustainability reports are winning *awards* for their prose, never mind their content...

Yet, consumers are consuming *like never before*. And although the apparel and footwear market contributed \$361 Billion to the U.S. economy in 2013—more than most *any* other industry—the average American family spends less and less of its disposable income on apparel and footwear. It is down to about 3% of total income from 12% in 1950, 20% in 1901.

Meanwhile, oil is cheap again so synthetic feed stocks and inputs are proliferating. We are seeing a resurgence of the chemical industry in North America, to the tune \$100 billion in USA alone. Further, the emergence of the middle class in other regions of the world is accelerating consumption at staggering rates.



Recycling is up, but so isn't trash. Meanwhile, consumers and citizens, globally, are growing in their awareness of the adverse effect the textile industry has on the planet. They believe that companies, namely brands and retailers, must be accountable. But what role does the consumer play? What about the rest of the supply chain? How does consumer demand influence dirty chemistry and manufacturing practices in many places across the planet?

The industry and value chain has evolved over centuries with reward structures ebbing and flowing to meet market demands. The truth is that regarding sustainability, we collectively are still very immature in our ability to comprehensively understand and measure our impact, never mind appropriately reward it.



Kevin Myette
North American Director
bluesign technologies ag

Kevin Myette is the Director of North America for bluesign technologies AG the Swiss based, globally influential, supply chain EHS optimization organization with a particular focus on safer chemistry. In this role, Myette oversees the implementation of the bluesign system for North America—all partners. Further, drawing on particularly strong product performance and development skills, he is optimizing the bluesign system for brands globally.

During his 27 years at REI, Myette was responsible for managing the organization's product sustainability programs. Prior to the exclusive sustainability role, he oversaw product performance, quality, safety, research & testing and materials development. He has extensive international, supply chain, product development and information systems experience.

He is a co-founder of the effort to develop a cross outdoor industry

So the questions remain...

Are we, *should* we, *can* we, *will* we; make a difference or is the idea of global sustainable textiles just a pipe dream? And, if we are to make significant radical improvements, what *really* needs to happen?

'eco Index' under the industry trade organization Outdoor Industry Association (OIA) also known as the Higg Index under the Sustainable Apparel Coalition (SAC) and is fast becoming the most influential global positive initiatives to improve product and supply chain sustainability.

He holds a bachelor's degree from Williams College.

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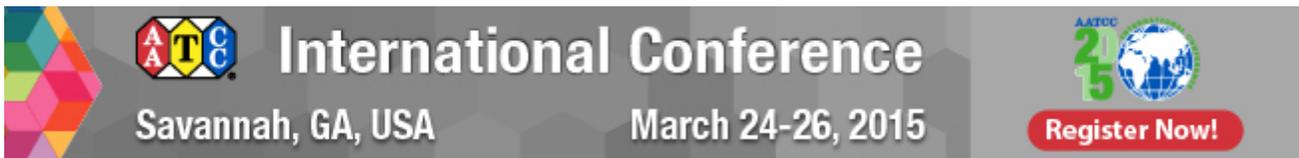
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March 3, 2015

First Time at IC?

Today is your last chance!

Today, March 3, is your last chance to [pre-register](#) for AATCC's International Conference (IC) and get the discounted rate! AATCC members save even more money on registration—individual membership more than pays for itself, so [join online today](#) to qualify for member rates!



Go Social

We encourage IC attendees to Tweet during the conference. Use hashtag #a2ic15 in your Tweets and follow the hashtag via Twitter to see what's new and interesting during the conference. Don't forget to arrange Tweet-ups for lunch and coffee breaks!

If you prefer, download AATCC's free app for [iPhone](#) and [Android](#) to follow AATCC's postings on conference events.



Read Ahead

Once you've registered for IC, you'll be given access to the online *IC Proceedings*—copies of the available papers and presentations. Read ahead to help you decide [which presentations to attend](#), and get questions ready for the presenter during the Q&A session. You can download the *Proceedings* to your laptop, phone, or tablet so bring them along with you. Or, if you're a fan of paper, you're free to print out specific papers to help you take notes.



Stay Until the End to Win

Don't rush home until the conference is over! Everyone who stays until the end of the last presentation on Thursday, March 26, in either the Chemical Applications, C2C, or Materials track can enter a drawing for a free Kindle Fire HD. Tickets will be provided to everyone in attendance and you *must* be present to win.



I Want to Find Out More

For additional information about AATCC's 2015 IC, contact [Kim Nicholson](#), or visit the [AATCC website](#).

You can also catch up on [additional](#) articles about the IC that you may have missed.

See you at the conference!