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AATCC NEWS



Association of Textile, Apparel & Materials Professionals



September 15, 2015



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Meeting Consumer Demand for Freshness in Apparel

The desire to assert greater control over their personal and family health and wellness has become fully engrained in the lives of today's consumers. This heightened interest in healthier lifestyles is creating significant opportunities for leading manufacturers of textiles and apparel who recognize and capitalize on this trend.

[More info...](#)

“Grow” Your Network - at AATCC!

We at AATCC want YOU to join the Association during the month of October. If you have always thought you might want to join AATCC, now is the time to make your move! Join AATCC as a NEW member during the month of October. We will be giving away five prizes, drawn in five separate drawings. See details [here](#).

[More info...](#)

JOIN



AATCC Journal of Research

Now Available

The Table of Contents for the Sept/Oct AATCC *Journal of Research* is now available.

[More info...](#)



Textile Trivia

Test your wits against other AATCC members in our Textile Trivia game. Answer correctly by Sept 30 to be entered for a drawing for an Amazon Gift Card.

[More info...](#)



Color Management Workshop

Join us Oct 21 & 22 to hear color experts discuss color principles, lighting effects, developing color palettes, implementing a digital color program, and more.

[More info...](#)



UPCOMING EVENTS

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

September 16-17, 2015

Antibacterial/Odor Conference
Research Triangle Park, NC

[more info..](#)

September 18, 2015

AATCC Laundering Conditions Discussion

[more info..](#)

October 1, 2015

Testing Stretch and Recovery – What Do the Numbers Mean? Webinar

[more info..](#)

October 21-22, 2015

Color Management Workshop
AATCC Technical Center, Research Triangle Park, NC

[more info..](#)

November 3-5, 2015

AATCC Fall Committee Meetings
Research Triangle Park, NC

[more info..](#)

November 12-19, 2015

AATCC at ITMA
Fiera Milano Rho
Milan, Italy
Hall 7 Booth H102

[more info..](#)

December 9-10, 2015

Introduction to Textile Testing Workshop
AATCC Technical Center, Research Triangle Park, NC

[more info..](#)

April 19-21, 2016

2016 AATCC International Conference
Williamsburg Lodge, Williamsburg, VA

[Call for Papers](#)

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

Local Section Events

October 29, 2015

New England Fall Meeting
Plainville, MA

[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

October 6, 2015

Water Resistance/Repellency

[more info...](#)

Meeting Consumer Demand for Freshness in Apparel



By Karel Williams, global strategic marketing associate director for Dow Microbial Control

The desire to assert greater control over their personal and family health and wellness has become fully engrained in the lives of today's consumers. This heightened interest in healthier lifestyles is creating significant opportunities for leading manufacturers of textiles and apparel who recognize and capitalize on this trend. They are adding value to their products by treating them to inhibit the growth of bacteria that can cause unpleasant odors and compromise freshness over the product's useful life.

These manufacturers fully understand that the concept of freshness protection in textiles is resonating with consumers. This consumer sentiment is supported by proprietary Dow Microbial Control research which shows that:



- Consumers are willing to pay premiums of 5-20% for textiles with freshness protection and odor-control properties
- 90% of those surveyed who currently own textile products with antimicrobial properties, and 60% who do not currently own these products, are interested in future purchases of a wide array of textiles with advanced odor-control technology
- More than 60% of those polled indicated a very high concern about bacteria, parasites, dust, mold and the like in their homes.

The results of the Dow survey, which included 750 American adults 18 and older, 70% of whom are female, send an important message



to the marketplace. That message is that more and more consumers are establishing or are willing to establish long-term relationships with textile manufacturers, brands, and retailers that can help them to achieve their health and wellness goals. Meeting the consumer demand for textiles and apparel featuring [advanced odor-control technology](#) can be an important differentiator for their products in the marketplace, as well as building and strengthening customer loyalty.

Mr. Williams will be discussing the survey findings at AATCC's September 16-17 [Antibacterial & Odor Control Conference](#).

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- [UV Calibration Reference Fabric](#)

Mobile Apps



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“Grow” Your Network – at AATCC!

By Sandy Thomas



AATCC members know that AATCC is the organization to join for textile professionals of all ages. You have heard of AATCC and know the Association can be of benefit to you!

By joining our prestigious organization, you and your colleagues receive multiple opportunities for networking with other textile professionals, through participation in our interest groups, committee meetings, conferences, and workshops, just to name a few.

➔ Do you believe in textile quality and the future of our industry?



Then come join us and make a contribution through your participation in AATCC activities. AATCC members receive discounts on all events.

- International Conference
- Workshops/Webinars
- Committee Meetings (no charge)

➔ Expand your horizons with textile knowledge at your fingertips.

- The Association’s award-winning flagship magazine, *AATCC Review*, covers textile design, processing, testing, and materials.
- The online-only, peer reviewed *AATCC Journal of Research* covers highly technical advanced materials, textile chemistry, and testing articles.
- The “members-only” Textile Technology Complete research database has thousands of abstracts and full-text articles from textile publications around the world.





→ Did you know AATCC has three Interest Groups for members to participate?

AATCC promotes research, education, and communication in all areas of the textile supply chain. You may join one interest group or all three! Talk with people who share your interests throughout the world!

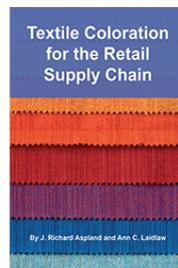


- *Chemical Applications*—For members who are interested in textile dyeing, performance chemicals, and printing
- *Concept 2 Consumer*® — For members who are interested in design, merchandising, retail, product development, and color throughout the supply chain.
- *Materials*—For members who are interested in cutting-edge and technical chemical-, polymer- & fiber-based technology.

→ JOIN!! AATCC is sponsoring a membership drive!

We at AATCC want YOU to join the Association during the month of October. If you have always thought you might want to join AATCC, now is the time to make your move!

Join AATCC as a NEW member during the month of October. We will be giving away five prizes, drawn in five separate drawings. You must join as a full individual Senior or Associate member between October 1 and October 30 to enter the drawing. Please check out our [website](#) for additional information.



Prizes you could win if you join AATCC!

- *Textile Coloration for the Retail Supply Chain* by J. Richard Aspland and Ann C. Laidlaw
- *Color Vision and Technology* by Rolf Kuehni
- *Fiber ID Supplement*
- Online Test Method Training Video (one module)
- *AATCC Technical Manual* CD

JOIN AATCC in October and grow your professional network!

For more information about this membership drive, please contact Membership Services at AATCC.

[Maria Thiry](#), Membership Director

[Sandy Thomas](#)

[Manisha Patel](#)

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