

News Release

For Immediate Release

AATCC Textile Coloration 2.1 – Optimal Apparel Performance through Innovation Conference

RESEARCH TRIANGLE PARK, N.C., USA, July 19, 2019—Textile performance innovators will come together to address what's emerging in textile dyes, finishes, fibers, garments, products, and processes that provide optimal apparel performance while being eco-friendly, all at AATCC's Textile Coloration 2.1—Optimal Apparel Performance through Innovation Conference. Fostering innovation, design thinking, performance requirements for coloration of textiles, and a circular economy will also be discussed. The program is designed for brands, retailers, mills, and suppliers to the textile industry. The conference will be held September 11-12, 2019 at the Sheraton Imperial Hotel, Durham, NC, USA.

Wednesday's program will kick off with a presentation on **Fostering Innovation** by Sudhakar Puvvada, Dream Catcher Innovation Labs. Puvvada will discuss drivers of innovation in the textile industry, how to foster a culture of innovation, the challenges that innovators often face, and the role of science and technology. Design thinking—a human-centered, solution-focused, action-oriented approach to arrive more quickly at successful solutions—will be the focus of Thursday's kickoff presentation. This presentation, **Calling All Doers, Tinkerers, Crafters, and Builders**, will be given by Marty Lawrence, Dream Catcher Innovation Labs.

Additional presentations include:

- [The Evolution of Color Performance Requirements](#)—D. Craig White, Huntsman International LLC
- [An Introduction to Graphene Fiber and Yarn Technology](#)—Matt Reid, Graphene One, LLC
- [An Eco-friendly System for Working with an Oxygen-Free Atmosphere](#)—Carmina Ferri, Care Applications
- [Hemp Fiber: Preparation, Dyeing, End-Uses, and Sustainability](#)—Guy Carpenter, Bear Fiber
- [Removing Harsh Chemistry from Jeans Washing While Keeping the Same Look: A Sustainable Solution](#)—Thomas Aplas, CHT
- [New Innovations in Smart Yarns and Threads: Changing the Impossible to Possible in Wearable Tech](#)—Mike Godfrey, Supreme Corporation VOLT Smart Yarns
- [Moisture Management Technologies](#)—Ken Kiser, Nanotex
- [Water Free Digital Denim from Fabric to Garment](#)—Enrique Silla, Jeanologia
- [Emptying the Landfills—Why Biodegradable Textiles Will Save our Planet](#)—Ashok Mahtani, Alpine Creations
- [Safe, Efficient, Enhanced: It's Our Nature](#)—Bryan Dill, Archroma US
- [The Laundry Evolution](#)—Franco Zaccaria, Tonello
- [How Innovation in Wash Leads to Change in the Denim World](#)—Beau Lawrence, House of Gold and Wiser Wash
- [The Digital Transformation: Redefining the Fashion Industry from Fabric to Garment](#)—Alex Penades, Jeanologia
- [Is My Color Standard the Root of My Color Problems?](#)—Andrew Fraser, InMocean Group
- [From Request to Production: A Comprehensive Overview of Color Development](#)—Wesley Horne, Hornwood Inc.
- [The Intersection of Green Chemistry and the Circular Economy in the Textile Industry](#)—Amanda Cattermole, Cattermole Consulting

- [Foam Dyeing with Pre-reduced Indigo Restoring a Good Reputation](#)—Howard Malpass, Denim Dyeing Technical Service LLC

Individual and Corporate AATCC members registering on or before August 27 pay US\$580 (nonmembers pay US\$865). Registration includes luncheons, breaks, a reception, and a copy of all available presentations. After August 27, the registration fee increases to US\$630 for AATCC members (US\$915 for nonmembers).

For program updates and to register visit <https://www.aatcc.org/evnt/conferences/textile-coloration/>

About AATCC: AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, NC, USA, provides test method development, quality control materials, and professional networking for members in about 50 countries throughout the world.

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