



## Committee Document-Not for Publication

### **C2C Interest Group Meeting MINUTES November 4, 2015 Research Triangle Park, NC**

The minutes from the May 2015 were emailed to the group and approved. (Roland Connelly moved, Andrew Fraser 2<sup>nd</sup>, accepted).

#### **Old Business**

- Suzanne Holmes provided an update on the C2C Design Competition. The theme is “Metemorphosis” and Holmes shared that this information is up on the AATCC website and information has been shared via various avenues including email. Holmes thanked the committee for their assistance with this competition.
- Manisha Patel provided a report on the Merchandising Competition, which is synchronized with the design competition in terms of theme. Patel also sought support from companies for sponsorship in regard to this competition. Holmes shared that she reached out to Scott Wagner from Levi and Patel will be following up. Maria Thiry reported that this is the first year that students from Cornell University are able to participate given the dates. Cornell proposes the dates for submission be pushed out a little later to accommodate more schools. Further discussion suggested we consider this issue for future years in hopes we can set a schedule that works for most.
- Peggy Pickett provided a report on workshops and programs. In August we had a successful symposium on Anti-Bacterial & Odor Control and in October we had a successful color management workshop. There are still a few openings for the Introduction to Textile Testing workshop in December. The 2016 IC will be held in Williamsburg, Virginia and the C2C program is in the process of being finalized. On the webinar front, we’ve had several sessions. Looking forward, we have a webinar planned on textile preparation provided by Cotton Incorporated. Adam Varley has committed to do a webinar on reflectivity? Pickett submitted that we are looking for at least 2 volunteers from C2C to sit on a steering committee to come up with additional webinar topics.
- Thiry introduced new AATCC staff member Genevieve Bot who reported on the status of membership within the C2C group.
- Patel reported on social media on behalf of Mike Quante (linkedin, facebook, twitter).
- Heidi Carvalho reported on a task force initiative to develop ideas for C2C programs or workshops to encourage membership and engage existing members in C2C. The task force identified the need to create a steering committee to create a workshop for the NYC region.

#### **New business**

Sandy Johnson provided an overview of task force thinking about ways to increase engagement from brands and retailers, color specialists, and product development

personnel into C2C and AATCC. She highlighted the importance of the knowledge held by C2C members and that events should provide forums for learning/exchanging information. Although the current geographic focus is NYC given access to this audience, she also noted that we should think creatively about how best to connect with professionals in this space. Johnson opened the floor for further discussion and the following topics, issues and questions were identified:

- Retail lighting.
- Color matching with lighting as a changing target depending on who is looking at the color (e.g. designer vs. mill vs. customer).
- Omni channel experience has changed the whole retail environment, i.e. managing smaller lot sizes and more offerings based on sales channel.
- Trend information in reference to color capabilities and potential impact on supply chain and testing.
- Maybe Print Source as a potential event we could tie in to?
- Brands not being willing to present/speak at events and more willing to share issues/information during networking opportunities.
- Companies used to budget to be involved and attend AATCC programs. This was engrained in the culture at one time and is no longer the case. A lot of retailers don't actually know AATCC.
- Maybe retailers and brands are more interested in what's coming next rather than sharing problems in this type of forum?
- Leaving out the product development a sourcing groups within retail as they are very closely linked to the technical base within AATCC.
- Approach issues in a more general way so as not to encounter the issues around sharing information with competitors.
- Intertek (3<sup>rd</sup> party testing) was presented as an idea for when suppliers, retailers and consumers all come together.
- Cotton Inc. was identified as a source for historical data regarding consumer issues that could be compiled and shared for educational purposes.
- How do you take all of the information you gather from a color approval process and make it available company wide?

Johnson passed the floor to Andrew Fraser who presented the idea of an LED Summit. He talked about the conversion of Walmart to LED lighting in the retail setting and highlighted Walmart's technical collaboration board. He indicated that as part of this activity, GE and Walmart came to an agreement that they would use 4000k and 90 CRI LED lighting. This is now in the pilot stage, although they are still defining what this stage involves and that this retail lighting information is not yet being communicated to suppliers. In regard to the LED summit, some additional thoughts included the need to have not only color managers attend, but also store lighting people. It was also noted that ease of change to LED would be supported in part, by having some consistent messaging about direction arising from the summit.

It was recommended that the ideas discussed be taken back to the steering committee for further consideration with Pickett's support from an educational perspective.

Johnson moved that we adjourn the meeting.

E-mailed to C2C Voting Members 12-21-15