

about CONCEPT 2 CONSUMER

Concept 2 Consumer (C2C) was formed to provide a forum for textile, apparel and home fashions manufacturers to discuss issues surrounding the creation of product, from initial concept to final consumption. C2C is comprised of designers, merchandisers, color managers, mill specialists, dyers, and quality assurance managers from leading manufacturers and retailers. These groups have been brought together to explore new ways to improve communications, shorten lead times, increase efficiencies, and deliver higher quality goods to the consumer.

about AATCC

Headquartered in Research Triangle Park, North Carolina, U.S., AATCC is a leader in education, technology transfer, and test method development for the textile wet processing industry. It is dedicated to education, technical applications and research, and communication. For more information about AATCC visit www.aatcc.org.



join**TODAY!**

Members save money on all publications, meetings, and educational programs. The savings experienced by registering as a member at a workshop or symposium, in most cases, is considerably greater than the annual membership dues.

SO
join **AATCC** today and
get involved in **C2C!**



Enroll online by visiting
www.aatcc.org or <http://c2c.aatcc.org>

To have an application mailed to you
please call or write:

AATCC Membership Services Department
One Davis Drive • P. O. Box 12215
Research Triangle Park,
North Carolina 27709-2215 USA
Telephone (919) 549-8141 • Fax (919) 549-8933

Concept
2
Consumer®

dedicated
to
creation
of soft
goods
products,
FROM
**concept 2
consumer**





WHO SHOULD JOIN

- Apparel, Home Fashions, and Textile Designers
- Merchandisers
- Stylists
- Colorists
- Lab Personnel
- Production Managers
- Quality Assurance Personnel
- Mill Specialists
- Anyone interested in delivering a better product to the consumer!

ACTIVITIES AND RESOURCES

- **Education Programs** – We provide continuing professional development for people in the textile and related industries. Courses in practical processes and production are offered,

as are workshops dedicated to design and product development.

- **AATCC Review** – The monthly magazine covers all aspects of the textile industry from initial design to end-use performance. Each issue includes coverage of Concept 2 Consumer issues.
- **International Conference & Exhibition (IC&E)** – AATCC's annual conference, with its international gathering of industry professionals and presentations, provides a unique learning opportunity for you. The conference provides a rare opportunity for design and production professionals to come together and collaborate on common concerns.
- **Committee Activities** – AATCC's technology and research committees enable you to join your peers in addressing specific issues of industry-wide concern. Work with these committees and you will have a direct impact on test method development and on the industry.
- **Section Meetings** – When it comes to talking about design and merchandising, there is no better place than a local meeting. You can exchange ideas with people who speak your language, understand your problems, and are eager to help fellow members. A broad range of topics related to day-to-day challenges are covered, from trends to technology and beyond.
- **Website** – News about test methods, programs, conferences, publications, committee activity, educational materials, and membership can be found on the C2C website. The site offers a link to the AATCC website for association-wide news, activities, and other links.

TOPICS

Examples of topics addressed at C2C educational events and meetings include:

- Implementing New Technologies
- Color Management Techniques and Processes
- Production and Sourcing Concerns
- Body Scanning and Patternmaking
- Dyeing, Printing, and Finishing for the Designer
- Test Methods and Quality Assurance
- Communications Throughout the Supply Chain
- How to Cut Costs and Reduce Lead Times

IT'S WHO YOU KNOW

Through AATCC's global network of members you can meet other C2C professionals around the world who work in your field of interest. You can gain new perspectives on similar responsibilities, share ideas, and seek creative solutions to similar problems.



Interested in learning more? **VISIT US ONLINE:** Find news about programs, conferences, publications, committee activity, educational materials, and membership online at:

www.aatcc.org

OR

<http://C2C.aatcc.org>