

## Press information on Heimtextil 2017

10th January 2017

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[Trevira GmbH & Trevira CS: Business, Activities, Projects](#)

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### **Trevira GmbH & Trevira CS: business, activities, projects**

#### ***Trevira GmbH 2016: business***

By and large business for Trevira proceeded satisfactorily in 2016. In some segments, however, business was difficult, particularly in specialties, with the result that it will not quite be possible to achieve the above-average performance recorded in 2015.

Business in flame retardant fibres and yarns was to a large extent stable. Strong demand continues for fibres and yarns with a low-melt component, for use in products for interior solar shading or for textiles with sound absorption effect. There are also signs of greater potential for growth in the development of new FR bico-fibres catering for the acoustic panel sector. Likewise, spun-dyed colours are still arousing great interest and this in a wide variety of applications. In fibres, spun-dyed products for the industrial sector registered growth, and the Business Unit Filament extends its range of colours in flame retardants, mainly aimed at the decorative fabrics market. In the office sector, coarse air- textured yarns with wool characteristics are enjoying strong demand. Together with yarn partners, the available portfolio of melange and fancy yarns has been extended, this in response to the current trend for fabrics with natural looks. In terms of volume, there is a slight positive development in Trevira CS Bioactive business.

Despite exposure to considerable price pressure, especially in the hotel sector, the high-end Trevira CS market again witnessed new collections in 2016, mainly incorporated into this sector.

Positive signs are evident, especially in the German hotel market. Here an increasing need for refurbishment is being driven by such factors as generation change and a long-standing backlog in investment, linked to the trend towards holidaying in a relatively secure environment.

Pushing ahead with globalising the Trevira CS brand, Trevira is taking further steps to open up the brand policy for Asiatic manufacturers. These will in future be able to supply Trevira CS fabrics in all regions outside Europe. It will also be possible to do business in European markets with gold and silver customers based in Europe. The stringent quality criteria for Trevira CS fabrics remain unchanged.

In the automotive business there are positive initiatives towards new projects that are

being energetically pursued. Trevira's concept of supplying European partners to cater for local industries in non-European countries is again reflected in new business in the automotive sector. An example is in yarns supplied to Mexico, where they are used to make components for headliners, parcel shelves and pillars.

### **Events, projects and networking**

In presenting the Trevira CS brand and new products at sector events, Trevira last year pursued the tried and tested policy of appearing together with customers and partners, both at the large international home textiles fairs and at segment events in important target markets. As well as Heimtextil in Frankfurt once again, the agenda included Münchner Stoff Frühling, MoOD Brussels and Intertextile Shanghai, but there were also special events like Big Show in Oman, Building Healthcare in Dubai, Project Qatar, the Independent Hotel Show in London, not to forget Trevira's own show in New York, the "Trevira CS Jobber Day", now well established.

At MoOD presentation of the high-end new settees by Brunstad again focussed attention on upholstery. Covered with hard-wearing Trevira CS fabrics from the new Pugi collection, the seating displays a high degree of artistic handicraft in Scandinavian design. The Brunstad products will again be on show at Heimtextil on the Trevira stand.

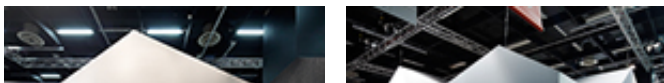


The new settees by Brunstad / © Photo: Trevira/Brunstad

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Highlight of the year was the first ever appearance at Orgatec in Cologne, where the fibre manufacturer, together with six Trevira CS partners, presented textile solutions for the modern worlds of work. The stand concept aroused great attention with its spectacular staging of the separate themes in "Trevira City".





Trevira City at Orgatec: Service Point, outside view and the “Cloud”.  
© Photos: Trevira

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Trevira at Orgatec: view from above, Baumann Dekor House and Müller Zell-House  
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...Houses by Casalegno Tendaggi, Hohmann und Pugi  
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...Trevira House with fabric swatches and FIDIVI House.  
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With its fibres for the nonwoven sector, Trevira also made an appearance at IDEA in Boston, together with sister companies from the Indorama Ventures concern. The policy of joint presentation at relevant fairs of expertise within the Group is now well established and will again be reflected in 2017 at the nonwovens exhibition Index in Geneva and at Techtextil in Frankfurt.

Networking of Trevira with customers and partners in the textile chain is further evident in the company's involvement in the Initiative Textile Räume (ITR), which Trevira helped to launch. It is already two years since this sector initiative was established in December 2014 and the subsequent start of the consumer campaign #GibDirStoff. The fibre manufacturer continues its active contribution to the activities of the association which intend to enliven the market for home textiles and enhance their appeal to end users. At the end of November 2016 Trevira marketing director Anke Vollenbröker was elected chairwoman of the advisory board. "We believe we can set things in motion, if as many industry partners at every level as possible join in, from the furnisher and supplier, to manufacturers, to dealers and editors. The more they join us, the more we can achieve".

In 2016 Trevira participated for the first time as brand partner in the prestigious Finest Interior Award, which attracts great attention in the furnishing sector. This competition honours the work of architects, interior designers and high-end outfitters, who can compete with up to three projects for an award in various categories. These include "Trevira CS Residential" within the framework of the Finest Interior Award:private and "Trevira CS Contract" within the framework of Finest Interior Award:contract. The panel of judges is made up of industry experts and Trevira is represented by marketing director Anke Vollenbröker. Trevira is here consciously seeking to become involved in

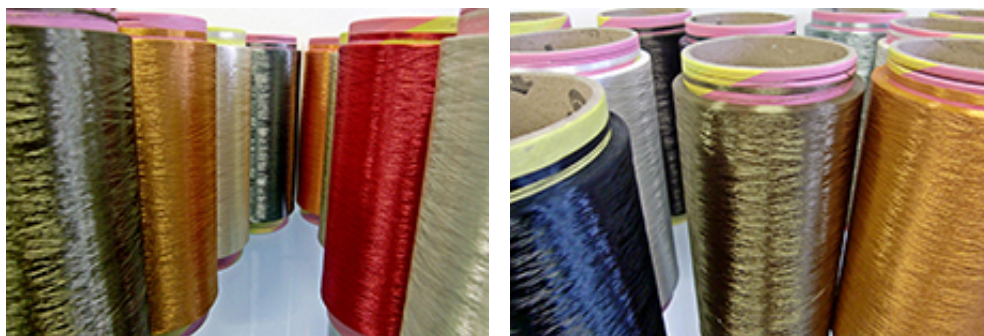
awards to textile furnishing in the residential market, evidence that many Trevira CS collections are increasingly finding their way into the private sector, thanks to their high-value design and good care qualities.

### **Heimtextil 2017**

At this year's home textiles fair Trevira is devoting six "decoration islands" to mobility, a theme that for some years now has been a megatrend in society and is being driven further today by growing globalisation. In many respects mobility forms the basis of our lives and economic activity. This means there is also a search for suitable materials that can stand up to the varying demands and forms that this trend takes. Safety and comfort, together with design and performance, flexibility too, constitute only some the features sought after. This is exactly what Trevira has set as the theme of its current Trevira CS fabric competition. Results are to be announced on the Trevira fair stand at Heimtextil 2017.

In addition Trevira is presenting the experimental work of students Andrea Böttcher and Dominyka Sidabraitė, whose final degree assignments have gained prizes and in which they have used Trevira yarns.

The filament spun-dyed range and products for automotive interior design will also be on show.



Spun-dyed Trevira filament yarns / © Photos: Trevira

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### **Trevira CS Club 2017 - Fabric Creativity Competition No. 5: Safe fabrics for a mobile world**

In October 2016, acting within the framework of its customer club concept, Trevira invited suppliers of Trevira CS fabrics, for what was the fifth time, to participate in a creativity competition with their latest developments. "Mobility" is the theme at the heart of the 2017 fabric competition. Accordingly, fabrics submitted are to relate to places and modes of transport that are part and parcel of work and life environments, both contemporary and future. Trevira CS customers could enter up to six fabrics, which were allocated to differing categories. Suppliers entering fabrics are entitled to collect Trevira CS Club points.

Gaining a place among the first three in each category generates considerable additional club points.

Categories in the competition are as follows:



- Hotel room / apartment,
- Hotel lobby / restaurant,
- Cruise ship,
- Transport (rail, bus, air),
- Flexible worlds of work and
- Autonomous driving / electric mobility.

This last sector is characterised by rising demands placed on materials used. With “autonomous driving” there is a need for passengers to fill the time by working and entertainment, combined with a desire for greater comfort, including visual, haptic and acoustic factors. The use of powerful batteries in electric cars increases the safety requirements. It is this last area where Trevira would like to break fresh ground and seize on a new trend for the future.

From the many entries by fabric suppliers a panel of experts selected 17 winning materials and made one special award – all the fabrics are specially commemorated on the Trevira fair stand at Heimtextil 2017.



Trevira CS Fabric Competition panel members: Prof. Ulrike Kerber (University Ostwestfalen-Lippe), Martina Starke (BMW Design, ED-B-3) and Natalija Zimmermann (BZ.Bildung-Beratung-Innovation, Leipzig). / © Photo: Trevira

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Basis for assessment were the criteria: degree of innovation, technical execution, trend awareness, together with suitability for the demands in the mobility sector (such as longevity, weight, resistance to rub, aesthetics). Additional functions like acoustics, energetics, solar shading, or special and haptic properties were also taken into account.



The 17 winner fabrics / © Photos: Trevira

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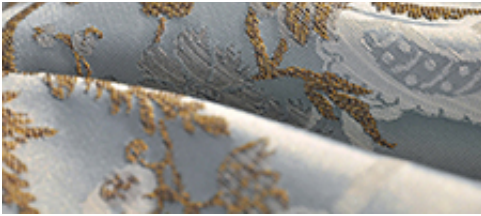
#### The winners

##### **Category: Hotel / Apartment**

*Rubelli S.p.A.: NPT 248 / Madame Butterfly 93606/910*

The Trevira CS lampas Madame Butterfly by Rubelli is a modern interpretation of a historic pattern, for use in the luxury hotel industry. The panel praised the precise technology of the finishing of this brocade-inspired fabric. With their metallic gleam, gold and silver threads emphasise the brocade character of this fabric, the model for which goes back to the second half of the 18th century. When light falls on it, the colour changes slightly, giving a very lively effect. Material and design suggest use in a rich and lavish milieu, reinforcing the impression of luxury and high value.





© Photo: Trevira/Rubelli

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*Rubelli S.p.A.: NPT 256 / Venier 93320/901*

With the article Venier by Rubelli we have another lampas in a high-value technical finish, supplying in particular a strikingly fine, soft handle. Rubelli has here once again gone back to an archive pattern and given it a fresh interpretation. A special optical effect is achieved by the use of metallic threads, which are detached from dull surfaces, giving the fabric a certain patina. Due to its attractive picturesque quality, the panel feels Venier is also particularly suited for use as a wall covering.



© Photo: Trevira/Rubelli

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*Création Baumann AG: Porto II 0100210*

The article Porto II by Création Baumann is worked in two colours in warp and weft and in linen weave. It fascinates through the interplay of colour, with shades of grey, violet, dove blue and dark brown mingling together. The colouration lends the fabric a fine depth, with an impact that is very lively for a faux uni. The structure has a grainy character. The panel feels the material has a certain "sportiness". With its universal qualities it can find a variety of uses in the modern hotel industry. It is available in 20 colour combinations.



© Photo: Trevira/Création Baumann



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**Category:** *lobby / restaurant*

*Giorgio Piovano Home Textiles: Colombaia, TCS0010*

The Colombaia article by Giorgio Piovano is a refined three-dimensional knitted quality, reminiscent of high-value lace. Its plastic effect makes it suitable as window dressing or also as room divider. One can also see it being used for its sound absorbency. Colombaia fascinates with its surprisingly modern appeal.



© Photo: Trevira/Giorgio Piovano

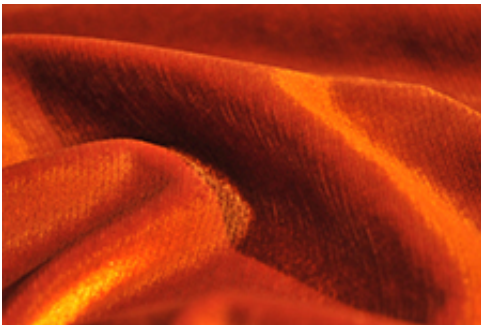
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*E. Schoepf GmbH & Co. KG: Palais*

[1120802/430](#)

With its article Palais Schoepf is giving us a voluminous, shimmering velour that has a fine gloss and an exceptionally soft feel. The elegant silken shimmer lends the material a plasticity which is at its best when used in upholstery on large areas.



© Photo: Trevira/E. Schoepf

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*Johan van den Acker Textielfabriek B.V.: Carlton / Col. 640*

The panel was unanimous in finding Carlton by Johan van den Acker a very interesting article. Seen from a distance, a very powerful red is evident, while on closer inspection one becomes aware of the refined overlaying in the structure, revealing a pattern of fishbone and stripes. This combination gives the upholstery fabric a very lively appearance, with the generous incorporation of chenille yarns supplying a soft and

pleasing feel. In addition, Carlton makes a very hardwearing upholstery material. The panel described Carlton as a good “connector“, highlighting its capacity to work well in a vast range of combinations. All in all, a fabric with many facets.



© Photo: Trevira/ Johan van den Acker

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**Category: *cruise ship***

*JAB Josef Anstoetz KG: Duchesse 1-6850-050*

With the article Duchesse by JAB Anstoetz the first thing that captivates is the depth of the midnight blue and the beauty of the Dupion silk. The fabric has an extremely high volume and strong impact, and in terms of looks and handle meets every expectation that one normally has of silk as a natural material. In addition, the panel emphasizes the highly associative effect of the Trevira CS fabric with its “silk“ characteristics, i.e. seeing the material opens up spaces and contexts of one’s experience, so that Duchesse becomes an “experience factor“. It thus represents a classic example of a perfect product for the luxury cruise sector. One can see it as curtain material, in accessories and as wall covering.



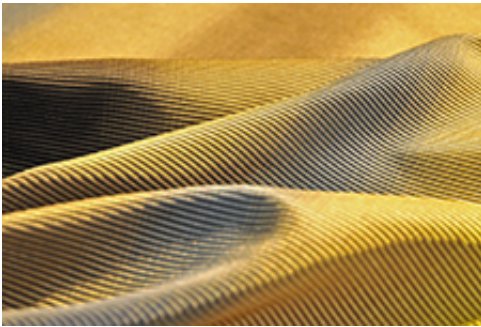
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*Fine Textilverlag GmbH: New York 039*

New York by Fine boasts a rib look that is full of character. The fabric is marked by flowing shifts in colour which are finely proportioned, both in intensity and gradation. The soft yet firm handle lends itself to a variety of uses as upholstery fabric, bedspread or headboard.



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*Gebrüder Munzert GmbH & Co.  
KG*

: *CS Matlock 771747*

The panel associates the Matlock article by Munzert with a wool muslin. This is a contemporary, semi-transparent net curtain, supplying a fine light filter. "Design and nature are united here", says the panel in describing the material, which has an effect inspired by nature on the one side, while on the other side, the stringent motif reawakens thoughts of the Resopal kitchen worktops of the sixties. All in all, the material brings a rather masculine note to interiors. The drape comes in 3 m heights, offering a wide range of opportunities in design.



© Photo: Trevira/Gebr. Munzert

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**Category: *Transport***

*Delius GmbH: Giga 27368*

The Giga article by Delius is a dull, matt flat weave, which with 100,000 abrasion rubs is extremely hardwearing. When it comes to staining, Giga should also be insensitive and show little reaction. The closely woven upholstery fabric has a soft, woolly feel. The design skillfully sets the scene, evoking associations with tweed cloth for English

menswear, yet at the same recalling modern designs with its “pixilated”, alienated effect.



© Photo: Trevira/Delius

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*Johan van den Acker Textielfabriek B.V.: Sintra / Col. 492*

Sintra captures the onlooker with its extreme interplay of colour, which switches between red, wine red, rosé and black, delivering different shading according to the angle of view. It has a soft, woolly feel and can stand very hard wear. This is a restrained and elegant upholstery fabric with many possible applications, one which the panel can well imagine in the airplane.



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**Category: Flexible worlds of work**

*Pugi R.G. S.R.L.: Iguana C / Col. 7154*

A fabric with an elegant, matt sheen is the effect of the article Iguana by Pugi. This is a fine melange quality in pink/lavender shades, marked by their great density – produced by a modified, fine twill weave. With its filled fabric looks, the mottled surface makes a particularly attractive impression and gives the onlooker a hint of woolly softness. Alongside use as upholstery material, the panel sees numerous other possible applications for this quality, for instance as room divider and wall covering. Here the fabric could well help towards improving acoustics. The panel found the fabric one that gave them inspiration as well, in terms of exciting further developments, such as the

incorporation of lockstitch seams, back linings or laser cut



© Photo: Trevira/Pugi

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*Création Baumann AG: Entrada / 0101545*

In the Trevira CS article Entrada by Création Baumann the panel sees an incredibly complex, changeable material. With its stable hang Entrada was described as “space making” and possessing its “own striking tectonics”. This is a firm grey-mottled fabric that has been laser-cut and then cropped three-dimensionally. It catches the eye by virtue of the simultaneous effect of knife-edged hardness and flat, wavy softness. The panel takes it that the fabric should contribute to a clearly perceivable improvement in space acoustics. It is outstanding as a mobile element to be used in a modern work context, where there is opportunity to design and change spaces and areas flexibly. In addition, both handle and looks deliver an inspiring and calming effect, which can spread particularly well in work environments.



© Photo: Trevira/Création Baumann

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*Rubelli S.p.A.: NTT 081 / Hane 30228/004*

The double voile Hane by Rubelli delivers a light filter of disconcerting lightness. It is a material with many faces: the capricious changes in structure create vitality. This is supported by fine stripiness and a moire shimmer that shows here and there and also evokes “used” effects. Gold-brown colouration delivers a warm, subdued light. The total effect is one of characterful tenderness, radiating elegance and naturalness. Hane can



effect is one of characterful tenderness, radiating elegance and naturalness. It can be used in the elevated meeting sector, especially before high windows.



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**Category:** *Autonomous driving / Electric mobility*

*Johan van den Acker Textielfabriek B.V.: Timor / Col. 413*

Timor by Johan van den Acker is marked in its firm surface by a pleasing smoothness. It is cool to the touch, almost as though platinised, and for seat covers promises great comfort. Its appearance incorporates a cloth-matt attractive sheen. In the deep folds one can detect a melange effect created by shades of black and brown and accompanied by shiny/dull and high/low effects.



© Photo: Trevira/Johan van den Acker

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*Pugi R.G. S.R.L.: Mirage M / Col. 5002*

Mirage by Pugi is a complex, dense, shimmering soft material that is a tactile experience for the eyes, so that it seems well suited for automotive interiors. It has a very fine melange appearance that moves from an elegant warm grey to a fawn, according to the angle of sight. The texture seems to change at random, generating plasticity full of suspense. With its optical and haptic properties, Mirage is a fabric one would like to “get the feel of”, even in the limited space of the vehicle interior.



© Photo: Trevira/Pugi

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*Teksko Kadife / Kumas Sanayi Ve Tic. A.S.: Antique Pasha*

The article Antique Pasha by Teksko Kadife is remarkable for its irregularly shimmering surface. It is a fine-written velour, its look characterised by descriptions such as “mudflat” or “moon surface”. With its elegant shimmer and massive physicality, it has the effect of fluid metal. Its looks suggest a pleasant handle and virtually invite one to reach out and touch. The panel described Antique Pasha as an “interactive fabric”.



© Photo: Trevira/Teksko Kadife

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**Special Recognition**

*Gerriets GmbH: Absorber CS 12541001 / Black*

The article Absorber by Gerriets is awarded Special Recognition by the panel. With its pleasantly cool gloss the beautiful heavy satin is like a gentleman’s scarf and is suited for a variety of uses. An obvious one is as stage curtain in the theatre or at exhibitions or events, but also as decorative fabric in the loft or restaurant. It could possibly be used as dim-out as well. The material surface is stable and the fabric falls in soft, lush folds. As the name indicates, Absorber is a highly effective, sound absorbent fabric, recognised by the panel to be an almost intrinsic material, full of character, with an elevated, timeless aesthetic quality that captivates.



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