

Trevira CS at MoOD Brussels

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Trevira at MoOD 2015:

Trevira CS Square with ten fabric partners and many new products

As is now the custom, Trevira has returned to Brussels in 2015 again, joining with customers to present the latest Trevira CS products at MoOD.

Currently positive factors are prevailing in the economic environment. Alongside core markets in Europe – primarily Germany, Italy and Turkey –, the focus for the fibre manufacturer in home textiles lies on global expansion of the premium brand Trevira CS, principally in the Middle East, Asia and North America.

Participation in special segment events, such as the Big Show in Oman, or Hospital Build in Dubai, is now just as much part of the firm schedule as special matchmaking events, like those for the hotel sector. In August Trevira participated as exhibitor at the Intertextile Home Textiles in Shanghai, using the occasion to arrange, together with European partners, the third Trevira CS China Day for architects and interior designers. The Trevira CS Jobber Day in New York is due in November, where European manufacturers will be able to present their collections to American fabric suppliers.



This is the third time now that there will be a Trevira CS Square at MoOD. This year ten fabric manufacturers will be showing with the fibre manufacturer on their joint stand. Italy is well represented with Boselli, FIDIVI, Pugi, Mario Cavelli, Piovano and Velvetex. In addition, Baumann Dekor, Engelbert Stieger, Müller Zell and Spandauer Velours have accepted the offer to make a joint appearance. Trevira's yarn partners Lei-Tsu, Tintoria Sala and Vlnap will be at MoOD Yarns again.

The collective concept is well received by Trevira CS customers. In the words of Marco De Benedetti, International Sales Manager with new Trevira CS Silver Club Member Tessitura E. Boselli: "We were happy making our decision to participate at MoOD, and in October we will be at the Trevira CS Jobber Day too. We hope to see an expansion of Trevira's offer, both with regard to events and also to products. This will enhance the cooperation of Boselli and Trevira, enabling us to extend our 100% Trevira CS collection to our mutual benefit – in so doing we will of course be aiming to attain the highest level in the Trevira CS Club."

Giuseppe Vergnano, CEO of Gold Club Member FIDIVI, rates the opportunities offered by the Trevira CS Club highly. Alongside other services, the long-standing Trevira partner takes advantage of participating in important international events like MoOD or the Trevira CS Jobber Day: "Belonging to the Trevira CS Club means we can interact with national and international companies, widen our range of experience and continuously improve our performance."

For Pietro Terragni, CEO of yarn manufacturer and Gold Club Member Lei Tsu, the Trevira CS Club and participation in joint events offer the opportunity to network with indirect customers as well: "An excellent atmosphere of cooperation, including the exchange of ideas, has developed between the participants. As a yarn finisher at the start of the supply chain, I find it particularly

Giorgio Piovano

Giorgio Piovano from Chieri (Italy) is enhancing the range of new Trevira CS collections with a series of interesting knitted developments. A variety of innovative fabric constructions supply a wide range of soft-hanging materials for drapes, curtains, cushions and upholstery fabrics. Even light qualities have good stability and abrasion values and, despite their transparency, are suited for sun-screening, while offering a degree of soundproofing.

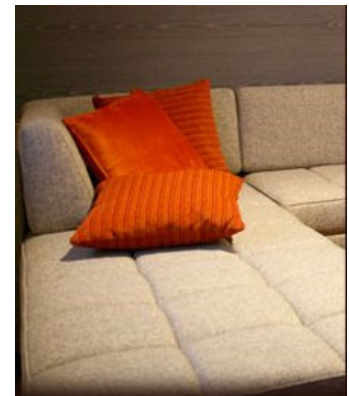
Photo: Innovative qualities with new looks for windows and seating from Giorgio Piovano. (©Giorgio Piovano)



Pugi

The experienced verticalized manufacturer of customised woven fabrics based in Montale (Italy) is presenting its Trevira CS collections of wool-like qualities in natural looks, in all weight classes, colours and types of making-up, for every conceivable application in the contract and transport sectors, such as upholstery, wall coverings or acoustic textiles.

Photo: Trevira CS upholstery fabrics by Pugi. (©Pugi)



Spandauer Velours

Spandauer Velours from Lichtenstein (Germany) produces a wide range of high-value velour fabrics for decorative and upholstery fabrics, especially for the contract market.

Photo: High-end velour fabric by Spandauer Velours. (©Spandauer Velours)



Velvetex

Velvetex, a jacquard weaving mill in Montemurlo (Italy), presents on the Trevira CS Square its new piece-dyed jacquard velours, woven from two different yarns and available in a large selection of shades, along with plain velour in the wool-look: available in 120 colours. The new digitally-printed qualities offer numerous opportunities in terms of design.

Photo: Diversity in design with digitally-printed velour from Velvetex. (©Velvetex)

