

Trevira press kit Heimtextil 2016

12 January 2016

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[Trevira GmbH & Trevira CS: Business, activities, projects](#)

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[Fabric Creativity Competition No. 4: The winning fabrics 2016](#)

Trevira GmbH & Trevira CS: Business, activities, projects

Trevira GmbH 2015: success with specialties

Following a phase of strategic rebuilding lasting several years, polyester manufacturer Trevira is moving in calmer waters. Five years on from joining the Thai Indorama Ventures PCL, it can look back on a good year in 2015.

At some 250 million euros turnover is similar to that of the previous year. Sales volumes were by and large as forecast. Pleasing progress was recorded especially with business in specialties such as low-pill apparel fibres, PLA fibre types for technical applications, and flame retardant fibres and yarns (Trevira CS).

The principal customers for flame retardant Trevira fibres and filaments continue to be manufacturers in Europe, especially in Italy, Germany and Turkey. In China and the USA Trevira is intensifying projects to network downstream stages in the supply chain. In particular these aim to grow sales of Trevira CS materials and enhance awareness of the Trevira CS brand.

In its corporate image Trevira will in future document its relationship with its majority owner Indorama Ventures and the company logo will bear the addition “An Indorama Ventures Company“. The close collaboration with the parent company and sister firms is marked by mutual support in all sectors and is also reflected in projects such as joint appearances at trade fairs.



New Trevira company logo

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Trevira fibre production

Trevira filament production

© Photo: Trevira GmbH

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Events

Trevira made an appearance at the European trade fairs in the sector (Heimtextil and Techtextil in Frankfurt, R+T in Stuttgart, Münchner Stoff Frühling, MoOD in Brussels and at the Independent Hotel Show in London). It was also represented in the Middle East, in Asia and in the USA: at the Big Show in Oman, Hospital Build in Dubai and at Intertextile in Shanghai, where the Trevira CS China Day once again took place, involving representatives from European fabric houses and local interior designers and architects. In addition, Trevira brought together for the fourth time European weavers and North American textile suppliers at the Trevira CS Jobber Day in New York.

For 2016 Trevira plans to make a first appearance at Orgatec in Cologne, an opportunity to present the wide range of Trevira CS textiles for the workplace environment.

At this year's Heimtextil Trevira will have a new stand concept. The framework of this involves seven so-called "Labs", which stand for product innovation and development. Five Labs are based on the entries for the 2016 Trevira CS fabric competition and further submissions of customer fabrics, reflecting current market trends (see the separate report below). Lab No. 6 is devoted to fabrics in Trevira hybrid yarns with low-melt components and in Lab No. 7 visitors can learn something about the services on offer from Trevira laboratory services.

Global expansion of the brand

Trevira has taken a further step to push on with the globalisation of the Trevira CS brand. Trevira is widening its previous policy for cooperation between Asiatic manufacturers and Trevira CS Club members with Gold-/Silver status. Previously Asiatic manufacturers have only been authorised to use the Trevira CS brand in their own domestic markets and/or sell Trevira CS textiles solely for retention in Asiatic countries. From now on they will be able to do this in export markets outside Asia as well. A precondition is that sales are made to a Trevira CS Gold-/Silver customer. This means for instance that a European fabric supplier or manufacturer with Gold-/Silver status can obtain Trevira CS textiles from certified Asiatic manufacturers who have applied for global brand use and are recognised by Trevira. The stringent quality criteria for Trevira CS fabrics remain unchanged.

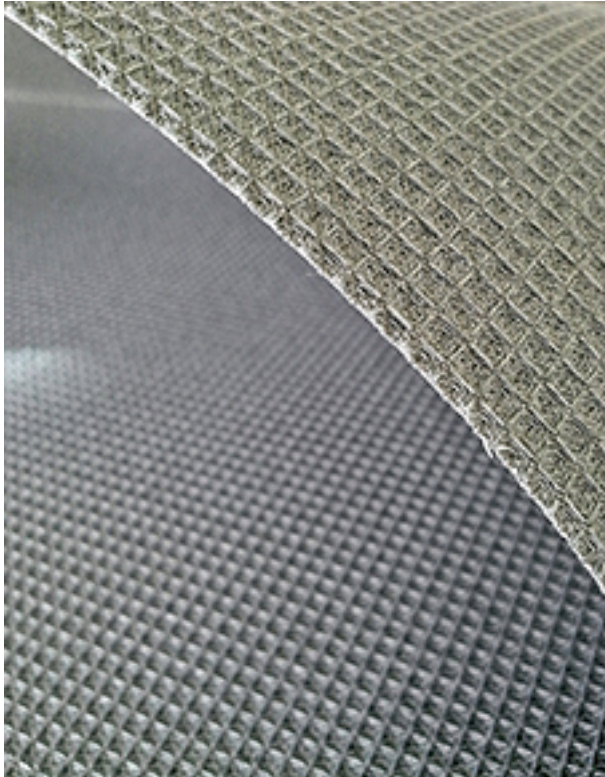
Trevira will in future carry out further brand controls to ensure maintenance of the high quality standard of Trevira CS collections that have passed tests based on the Trevira trademark guidelines.

Trevira CS fabric developments made from hybrid yarns with a low-melt component

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Multifunctional yarns: drivers of innovation

Of new developments the one that stands out is the ongoing trend towards spun-dyed products and materials in hybrid yarns with a low-melt component – there is a real innovative leap in new developments of acoustic and sunscreen textiles: a sector where Trevira has an extensive range of yarns available.

In fibres the main focus of new products is to be found in customer-specific qualities. Here too spun-dyed staple fibres are increasing in importance as substitutes for yarn-dyed articles.

Project “Unheard-of hotels“:

Trevira participates in Fraunhofer Initiative to improve acoustics

As quiet rooms and hotels rate highly in the wish list of hotel guests, badly soundproofed rooms are likewise on their complaint list, and the Fraunhofer Institute recognises the need to improve the entire acoustics within hotels. The initiative aims to characterise and further develop products that can provide better acoustics, and to work out effective solutions that are practicable and economic.

Along with improved acoustics in guest rooms, the initiative also covers meeting rooms, wellness and reception areas in hotels.

In the initiative Trevira represents its partners who offer Trevira CS fabrics with sound absorbing effects that can optimise room acoustics. At the moment data are being gathered and assessed, with initial results expected to be published in the first half of 2016.

A winner for interior designers/furnishers

At Heimtextil Trevira is raffling ten annual fees to the Initiative Textile Räume e. V.: Designers and furnishers visiting the Trevira stand at Heimtextil cannot only inspect closely the latest fabric creations in the five “Labs“ of the Trevira CS fabric competition. They also have the chance to win a one-year supporting membership for the Initiative Textile Räume (ITR). As a founder member of this sector platform, the fibre manufacturer is seeking with this action to make designers aware of the opportunity to join the Initiative’s #GibDirStoff campaign and also to benefit from special services. Designers/furnishers who support the campaign will for instance be listed in the dealer search currently under construction on the “GibDirStoff“ website (www.gib-dir-stoff.com). In future end users will be able to access details about shops in their vicinity.

#GibDirStoff is a consumer-oriented communication campaign setting out to increase the

#GibDirStoff is a consumer-oriented communication campaign setting out to increase the motivation to use textiles in interior furnishing. In the medium term the aim is to boost turnover in home textiles and in the long term to secure the future of the sector. The annual support fee for the specialist dealer is 99 euros (75 euros only if registered before the end of February 2016). Winners will be informed by Trevira after the Fair closes.

Pleasure in Textile Experimentation with Trevira CS

Fabric Creativity Competition No. 4: The Winning Fabrics 2016

In November 2015 Trevira invited suppliers of Trevira CS fabrics to participate in a creativity competition with their latest developments. This was the fourth such event to be arranged within the framework of the Trevira CS customer club. This year's competition had a new element: Participants were asked to submit their entries in one of 5 categories that reflect both current market trends and highlight the great degree of quality, innovation and functionality found in Trevira CS materials available on the market. With each entry suppliers make comes the possibility of gaining points in the Trevira CS Club, while a place in the first three winners of each category generates considerable additional Club points.

Suppliers entered almost 150 fabrics and from these a specialist panel selected 15 winners, which received pride of place on the Trevira stand at Heimtextil 2016. The panel was made up of Prof. Bettina Göttke-Krogmann (Burg Giebichenstein - Kunsthochschule Halle), Claudia Herke (stilbüro bora.herke.palmisano, Frankfurt) and Natalija Zimmermann (interior designer and stylist, BZ.Bildung-Beratung-Innovation, Leipzig).

The wealth of fabric creations entered reflects the continuing pleasure in experimentation shown by textile designers in their development of high-quality textiles. Working with the wide range of flame retardant yarns from Trevira and its partners in the fields of spinning, texturising and twisting, they create products which, according to their use, can display innovation in looks, textures and functions.

The new Trevira CS qualities are often the outcome of extensive product developments. Trevira is taking up this theme at Heimtextil and presenting the winning fabrics in 5 "Labs", each of which stands for definite and characteristic properties, which are frequently paired with special functions.



The Jury (f.l.t.r.): Natalija Zimmermann (BZ.Bildung-Beratung-Innovation, Leipzig) Prof. Bettina Göttke-Krogmann (Burg Giebichenstein – Kunsthochschule, Halle) Claudia Herke (Stilbüro bora.herke.palmisano, Frankfurt)
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The 15 winner fabrics © Photo: Trevira GmbH

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The Winners

3D Lab

The “3D Lab“ displays fabrics with three-dimensional looks deriving from 3D construction or appearance. Assessment criterion is in each case the degree of innovation in construction, function or looks.



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Creation Baumann AG: Article Zita



3D Lab Creation Baumann: Article Zita
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The dense curtain material has a relief-like pattern that is especially visible in the interplay of light and shade, producing an optical illusion according to how the light falls. The pattern of the Jacquard has an evenness that gives an embossed effect. The satin weave and the smooth, elegantly gleaming surface produce a very subtle 3D effect. Due to the interesting interplay of light and shadow the fabric makes a very lively impression – the relief design gives the fabric an organic effect. The Zita article can be used in a variety of ways: as curtain fabric, bedspread or cushion cover fabric, in hotels and private residences. It is available in 315 cm widths and in 16 colours.

Saum & Viebahn GmbH & Co. KG: Article Ishi



Saum & Viebahn GmbH & Co. KG: Article Ishi
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The technical structure of the Ishi article has produced a quilted effect, giving the fabric a crystalline, facet-like structure that results in the three-dimensional look. In particular the interplay of light and shade lends much greater emphasis to the “3D experience”. The weaving technique and structure make the material very stiff and feel like paper. Despite this stiffness, the fabric can hang in large waves. The material is double-sided and particularly suitable for use as a curtain fabric.

Wintex s.r.l.: Article 15.0585

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This Trevira CS quality by Wintex derives its 3D effect from the use of shrink yarns in a Jacquard weave, employing a special technique in the construction. The result is a very irregular surface that calls to mind associations with the world of nature – the panel drew comparisons with clouds; bark structures, dried soil, even cotton wool/wadding, ascribing an organic

character to the fabric. Light and shade interact in the small elements of the structure, which further enhances the 3D effect and makes a voluminous impact. The material is transparent enough to allow light to penetrate, yet at the same time seems to a degree opaque. The Wintex article offers plenty of scope for decorative ideas - the panel regards it as being of use in both the contract and private sectors.

Artisan Lab

„Artisan Lab“ shows opulent fabrics with decorative features that blend elements of tradition/the past and the present/future or show characteristics of traditional manufacture. Assessment criteria are the expression of the decorative and/or manufacturing character and the degree of combination of the above features.



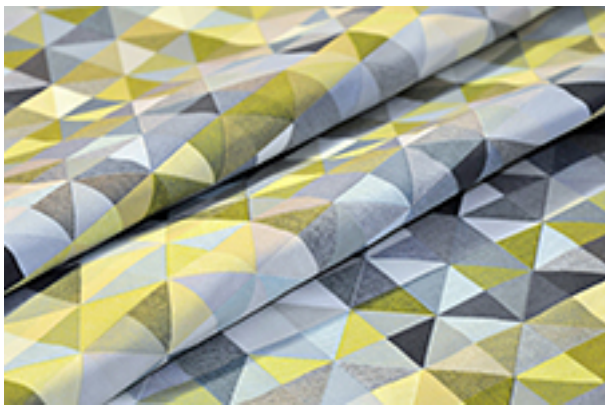
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In the Kaleido article the panel sees the synthesis of the traditional and the modern brought to life. The article displays close associations with the elevated weaving art of the Bauhaus era, with specific reference to the fabrics of textile artist Anni Albers. As a two-ply fabric it recalls the classic technique of hand weaving. With the light contemporary shades, the incredibly

beautiful interplay of colour strikes one as very modern. The material is double-sided and very versatile in use – as upholstery fabric, wall covering or bedspread, but also even where a heavy curtain fabric is wanted.

Rubelli S.p.A.: Article NPT 213 / Pixelé / Smoke Blanc



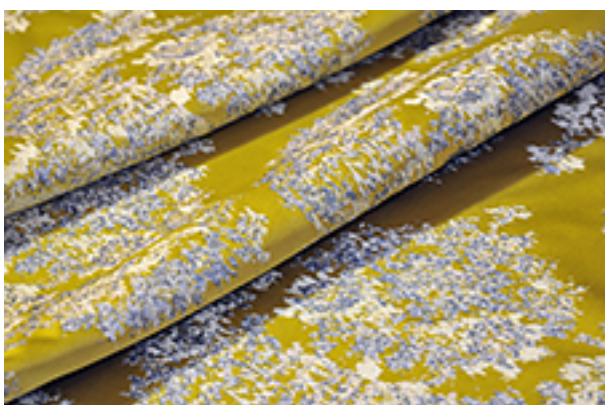
Rubelli S.p.A.: Article NPT 213 / Pixelé /
Smoke Blanc
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The Pixelé Article by Rubelli is another prime example of blending the traditional with the modern. The pattern was inspired by a design sample from the Rubelli archive of the 18th century. Using “pixel art“, this was enlarged many times and rastered. The material looks like it is handwoven, yet the pattern has been alienated by modern computer techniques, producing a totally new and modern design. Shading in the pattern gives it depth. The fabric is strikingly soft and has a wool-like character. The panel feels it would be especially suitable for use in the hotel and hospitality sectors, but in the private sector as well, as a heavy upholstery fabric or bedspread.

SoFarSoNear S.n.c.: Article Cheap & Chic Collection_Rinascimento



SoFarSoNear S.n.c.: Article Cheap & Chic
Collection_Rinascimento
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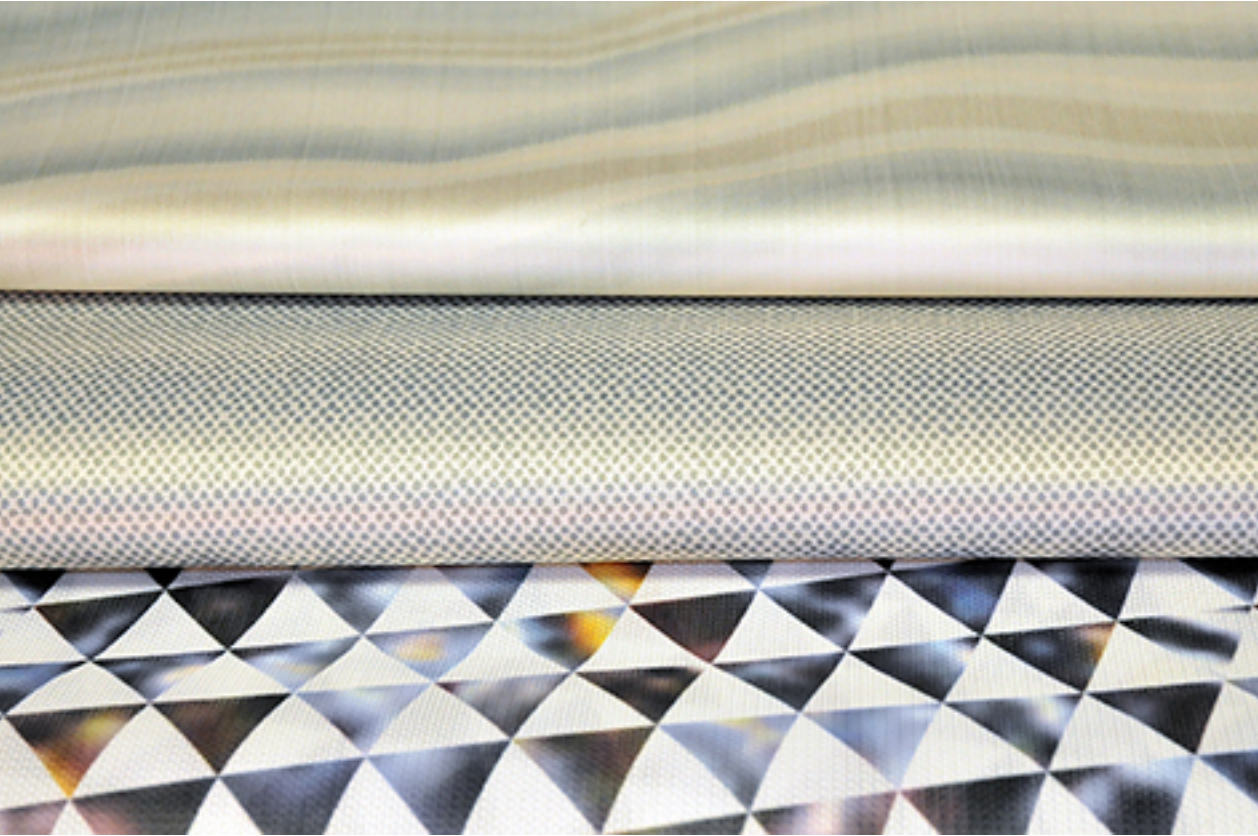
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In the Rinascimento article the panel sees a successful merging of classic elements with the used look. The fabric impresses as opulent and elegant – like a very traditional material. The baroque pattern, however, is in a state of dissolution; it seems somehow collage-like. The shiny, silky surface contrasts with the ornamental motifs that due to the weave structure seem “worn”. Here too a traditional pattern has been alienated to achieve a new and modern look. With its splendid elegance, the article can be used in both contract and private sectors.

Digital Lab

The “Digital Lab“ presents new digitally printed materials that stand out with their design, print quality or interplay of print base and design.



Digital Lab © Photo: Trevira GmbH

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Dina/Vanelli Tekstil San. Ve Tic. A.S.: Article 532-JO1034



Dina/Vanelli Tekstil San. Ve Tic. A.S.: Article 532-JO1034
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The article 532-JO1034 is a digitally printed curtain fabric with a high-end appearance and exuding classic understatement. Made up of tiny spots, the pattern seems from a distance to be a woven material and has a false plain effect. The minimal patterning

distance to be a woven material and has a raise-plain effect. The minimal patterning, tone-in-tone appearance and the soft attractive feel make the material a highly original representative of digitally printed fabrics displaying a high degree of quality. The article also has black-out properties, so that the panel sees it working as dim-out in the contract sector. With these qualities it can surely find its place in the private home as well.

Lelièvre S.A.S.: Article Carrière



Lelièvre S.A.S.: Article Carrière
© Photo: Trevira GmbH

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The Carrière article is a digitally printed satin material that simulates the use of warp print. The impression of a marble surface is achieved by the selection of colours and their special gradation. The silken gloss makes the fabric seem almost glass-like, while the dégradé effect of the shading recalls water. In total the fabric emits a very high-quality impression in its looks and handle, which is further enhanced by the precious stone character of the design. The panel sees the fabric in a fine restaurant, in the contract sector and in the private home. It can be used as decorative fabric, wall covering or upholstery fabric.

AB Ludvig Svensson: Article Mineral



AB Ludvig Svensson: Article Mineral
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Mineral by Svensson is a digitally printed, stiffened textile article. The material comes in widths of 300 cm and therefore opens up uses in many applications: curtain fabric, roller blind or vertical Venetian blind. The designing exploits to the full the opportunities offered with digital printing: a blurred photo is rastered in triangles, which change uniformly from white to coloured. The onlooker is therefore confronted by a “kaleidoscope-like view of the cosmos” – this is how one could interpret the visual impact. In the Mineral article digital printing achieves a striking form of expression. This is a very modern looking textile material that can be used in both contract and private sectors.

Sensuous Lab

The “Sensuous Lab” deals with fabrics that possess special haptic qualities and stand out

by virtue of their special handle and successful combination of handle and looks.



Sensuous Lab © Photo: Trevira GmbH

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Création Baumann AG: Article Solea



Création Baumann AG: Article Solea
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Looks and handle like “washed linen” are the panel’s words to describe Solea, the semi-transparent curtain fabric. The non-slip, latticed structure of this mock leno weave moves between transparency and opaqueness. The subtle colour shading in warp and weft enhances the natural look. Despite the echoes of a certain rustic note, the fabric impresses as modern and elegant. There is a relaxed quality about the soft drape. As drape/curtain Solea will find a place in both contract and private sectors. It comes in a width of 325 cm and in 16 colours and can hang straight or well over-length in waves. The panel also regard it as an option in the design of future office environments, where comfort and the natural look are desired. Solea’s natural beauty makes it a fabric of today in the best sense of the word.

Fidivi Tessitura Vergnano S.p.A.: Article Fox

Fidivi Tessitura Vergnano S.p.A.: Article Fox
© Photo: Trevira GmbH



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The Fox article attracts with its wool-like handle. This is a lightly brushed material with a fine fishbone pattern that produces a clean woven structure. The fabric reminds one of fine English wool, yet its impact is perhaps finer than wool. Fox is a stable upholstery fabric, able however to function as a heavy decorative quality in the contract sector too. It can be used especially in the hospitality sector, in addition as sofa upholstery in the home. The panel finds a solid and homely quality in Fox.

Rubelli S.p.A.: Article NPT 223 / Plutone / Ossido



Rubelli S.p.A.: Article NPT 223 / Plutone / Ossido
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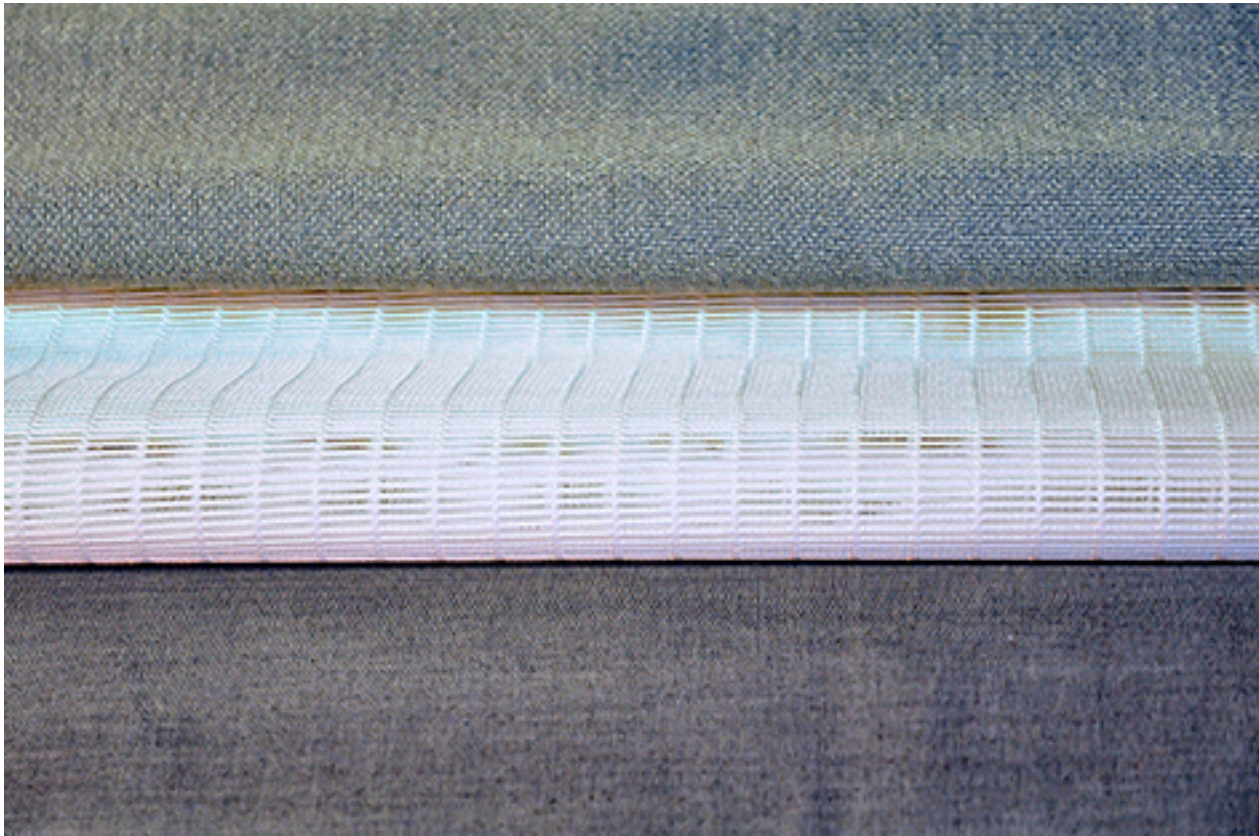


[Photo in 300dpi](#) (Zip, 5,2 MB)

With its retro design the Plutone article recalls fabrics from the fifties and impresses as robust, hardwearing and hand-crafted: a fabric that radiates solidity. It has a dry crisp handle. The use of mixed yarns of varying strength produces a grainy, dynamic material that makes a lively impact. Plutone approaches cotton in handle and looks. Alongside its natural radiance, the panel finds this fabric from Italian manufacturer Rubelli “something thoroughly Scandinavian”.

Techno Lab

„Techno Lab” focuses on fabrics with distinctive technical attributes. Assessment criteria are the execution of aesthetics and, in certain cases, of functionality.



Techno Lab © Photo: Trevira GmbH

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Giorgio Piovano Home Textiles: Article Vetara TCS0118



Giorgio Piovano Home Textiles: Article Vetara TCS0118
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With its Vetara article Piovano has created a totally new type of drape: an innovative knitted fabric credited by the panel to be a possible market breakthrough, since its mono-elasticity is accompanied by the necessary shape retention. Making a technoid impression, the knitted fabric is a long way from traditional views of knitwear. The softly flowing quality gives the impression of liquid metal. With its metallic shimmer, subtle gloss and elegant shading, the material has a very masculine radiance and is particularly suited to use in a puristic context, both in the high-quality contract and home textiles sectors. In any event, Vetara provides a fresh textile experience, where the drape becomes a sculptured accessory to its surroundings.

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With this knitted article Gaetano Rossini has created an entirely new alternative to organza fabrics. The spacer fabric is transparent and filters the light very finely. The double layering supplies volume, resulting in exciting light effects, while at the same time retaining transparency. With its jaunty character the knitted fabric in mesh quality is already familiar. It is, however, supplanted here by a lighter quality with the small rod motif. The use of shiny yarns reflects the light, emphasizing the technical character of the fabric. The article can find use in both private and contract sectors as a drape, curtain material, and also in trade fair construction. The panel feels the fabric can do particularly well as a curtain material, hanging in generous waves to produce a sculptured effect.

Stotz & Co. AG: Article Panama 6955



Stotz & Co. AG: Article Panama 6955

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The Panama article captivates with its elegant gloss, which is achieved by an accomplished chintz finish. Using a light yarn in the warp and darker yarns in the weft achieves a melange effect, which looks particularly interesting due to the extreme chintz treatment. The fabric takes on the appearance of cotton, is double-sided in use and produces the rustle and crackle that is typical of chintz textiles. Panama is a fabric that radiates understatement – its metallic gloss and looks give it a masculine appearance. One could well imagine it in a modern, minimalist context, especially in hotels as well. The gloss is particularly effective where it hangs in generous waves.

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