

Comment



The recent International Trade Agreements, the dynamics of the marketplace and the availability of International Sourcing has created an upheaval in the textile industry. Established sources of product in the Western Hemisphere have rapidly been crippled by availability of quality product internationally and especially in Asia.

The details of this steady demise, in both synthetic and natural fiber products, does not need to again be recorded. Suffice to say that the trend continues.

A verticality of sourcing in Asia, availability of product in that hemisphere and the ability to respond to lower priced demands, have created a nervousness throughout our industry. We are facing increasing costs in almost every category of the cost sheet, and demand for better prices and high retail margins from our customers. It sometimes appears that there is no end to the trend.

These pressures in the past have ultimately been overcome by the introduction of new yarns, chemicals, finishes and marketing initiatives by major Corporations which have resulted in innovation and product excitement. The many introductions by DuPont Textiles in the past are testimony to this old market dynamic. Many of the major corporate contributors to our industry are no longer active in being the catalyst to the next generation of product.

This can be viewed as a depressing scenario to the state of our industry but it is my belief that current market conditions are creating a vessel that is half full and not half empty.

There are many positive indications that there is growth in the textile industry internationally and consumer demand is increasing. The International mood in the marketplace appears energized and there is optimism for the future. This environment will create the germination of new product and energize creative marketing initiatives.

I have referred to deflation and escalating costs in our industry and a contributor to this has been the limited range of new and credible textile products. We must not overlook the fact that textiles ultimately drive the final product and create the differentiation in the garment offering. Garment styling, color, branding, retail presentation, all impact ultimate sales but the textile has its own individual personality, in terms of aesthetic and performance, that will drive business to a greater extent to many of the market influences previously mentioned. The textile sector is presenting more product and new technologies to which the industry is rapidly responding. This is a scenario received throughout time where one might say "necessity becomes the Mother of invention".

It is critical to our success that new yarns and textiles have proven credibility. Current developments in fine wools, carbon yarn extrusion, technologies in lightweight soft shells, a variety of lightweight performance textiles, fabric and garment engineering through knitting technology and an apparent commitment internationally to bring exciting new textiles to the industry are augurs of what we believe will revitalize and financially improve the condition of the textile industry.

David Parkes
President
Concept III Textiles International



Cradle to Cradle

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Going one step further than cradle to grave, Cradle to Cradle ensures that what we produce can perpetually circulate in closed-loop cycles, either as a biological nutrient or a technical nutrient.



Vertically Challenged

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We are part of a challenging industry, forever changing and adapting, but how do we ensure survival. A look at companies that through flexibility are able to offer a vertical supply.



Nanotechnology

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Challenging us at every turn, Nanotechnology has many possibilities. We review the current status of what Nanotechnology can offer the textile industry.