

Washable Waxed Cottons Now at Concept III Textiles

New 'Driden' from British Millerain: Lighter and More Flexible Waxed Look

Red Bank, NJ – July 15, 2008 Though the original, authentic waxed cotton look is still a strong seller at traditional outerwear sources, British Millerain, the famed UK supplier since the 1880's is also on top of the trends toward lighter fabrics and easy care finishes.

New Synthetic Wax

New Driden is made with a special synthetic wax that has the look, feel and function of the original but, unlike it, is fully washable. Traditional waxes must be re-applied to the finished garment from time to time in order to maintain its look and weather resistance. Cleaning is by wiping the surface with a damp cloth.

The Driden finish, on the other hand, is permanently infused into the fabric not only making it washable, but applicable to lighter weight fabrics. Traditional waxed cottons are usually around 9 to 18 oz. New Driden can be applied to lighter weights and even to synthetic fabrics, lending itself to a wider array of product categories that require water and wind resistance but need a traditional look.

“We have customers that wouldn't even look at the original waxes simply because of the care factor,” says Chris Parkes, national sales manager at Concept III Textiles, through which British Millerain products are available in North America. “Now we have several sampling Driden for new outerwear projects including everything from sportswear-styled outerwear to wind shirts.”



New Driden 'Sahara' looks and feels and resists wind and water like British Millerain original waxed cottons but is washable and can be applied to lighter fabrics.

Three Styles Stand Out

Though the new Driden washable wax finish can be applied to a wide range of fabrics, Concept III believes strongly in three stock cotton versions: Driden 'Kato', a twill, Driden 'Sahara', a cambric and Driden 'Sahara Sun', a 50/50 hemp and cotton canvas.

These samples and more from British Millerain can be seen at the Concept III ORSM 08 booth #38037 in Salt Lake City, UT August 8-11.

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Concept III Textiles International is an inclusive resource for the development, sourcing, and production of fabric-based finished products worldwide for the active sports and outdoor markets. Headquartered in Red Bank, NJ in the U.S., it also has offices in five cities worldwide. For more information go to <http://www.conceptiii.com>

The British Millerain Co., Ltd. was established in 1880 in the UK by the Miller family who owns and operates it today. A supplier of quality waxed cottons used in military and professional outerwear, it soon became recognized as a leader in waterproofed fabrics – a reputation it enjoys to this day. Still known for its waxed cottons, the company now supplies a diverse range of performance textiles, sold through a worldwide network of agents. For more information go to <http://www.britishmillerain.com>