



Following a turbulent year for the international textile sector, Heimtextil (Frankfurt) 2010 closed with a 72,000 plus total visitors with an increase of 6% in international visitors. Organized by Messe Frankfurt Group, Heimtextil (Frankfurt) is the largest international trade fair for home and contract textiles. Being the first major event of the year, it is the foremost platform for manufacturers, traders and designers from around the world. This year at Heimtextil, over 2500 exhibitors from more than 60 countries presented their latest collections and trends for the bedroom, bathroom and table textiles, as well as fabrics for windows, walls, floors, furniture and decoration.

Amicor exhibited at Heimtextil Frankfurt 2010 during the 13th-16th of January 2010 at Hall 10.3 Stand D49. The booth was designed to further promote the leading position that Amicor has created as 'the intelligent fiber' and to illustrate their success so far to the specialized audience at Heimtextil. The prime focus of Amicor at the show this year was to launch the Smart and Intelligent Amicor Blanket and target the leading blanket markets and manufacturers over the globe. Amicor anti-microbial, anti-allergy blankets further strengthen the line of Amicor anti-microbial bed and bedding products, to provide a "completely protected" sleeping environment and ensure a long term, healthy future ahead. It moved a step further to provide a fresh and healthy sanctuary from allergens. Amicor also promoted its entire line of Bed and Bedding starting from woven and stretch Mattress Ticking Fabrics, Mattress Protectors, Bed Linens, Pillows and Duvets.

The response at the fair was excellent and far exceeded the expectations. Particularly noticeable was the wide spectrum of trade visitors from different sectors of the home textile industry who were interested in Amicor Technology and Products. The show has opened the way to new growth opportunity for Amicor outside the core business area. Trendsetter Home Furnishings (U.K), Manifattura Crespi (Italy), Delux Domotex (Finland), Filidea Tekstil SAN (Turkey), Univisio (Finland) were some of the key visitors for Amicor. Over the years Amicor has been a leader in bio-active textiles in the home-textile sector specifically for Beds and Beddings and is found in a number of leading brands for beds and beddings. Among the partners, Delux Domotex (Finland) showcased Amicor pillows and duvets at their stand while Guanciale (Italy) showcased Amicor mattress covers and pillow covers at their stand at Heimtextil. Following a successful response at Heimtextil, Amicor now plans to explore and enter other sectors of the home textile industry in a major way. Starting from carpets, curtains, furnishings, upholstery and bathroom products, Amicor has potential application in all the sections of the home textile industry to provide a protected and fresh living environment and ensure a long term healthy future ahead. With each new product and market development programme, Amicor continually discovers more opportunities for new fibre developments and variants. At Heimtextil they have been successful in the search for new partners to explore potential joint benefits in new market areas.

Amicor is a dual-activity fiber having water insoluble anti-bacterial and anti-fungal additives. It uses the “Late Injection Technology” wherein the functional additives are incorporated into the fiber structure thus making these durable and long-lasting. Tests have shown that Amicor fibers retain the antimicrobial performance even after 200 hospital washing cycles. This is roughly equivalent to the expected life of most fabrics. The durability of these late injection fibers offer real and lasting benefits even to the medical, clothing, sports textiles markets. Amicor fiber is available in both tow and staple form in a wide range of deniers (1 dtex to 17 dtex) and can be blended with any fiber to make a large range of functional blend yarns.

Amicor has proven anti-allergy properties and has been awarded number of endorsements from leading European organizations. Amicor brands of anti-bacterial and anti-fungal fibers - Amicor Pure, Amipure, Amicor Breathe and Amicor Protect are now the first brands of fibers to be certified by REACH. Amicor is the first fiber to be granted the Seal of Approval by the British Allergy Foundation in 2002. It has also been endorsed by Red Cross Asthma Hospital, Barcelona. Amicor Pure complies with all regulations governing antimicrobials for use in textiles. It is on the Oeko-Tex “White List” Standard 100 of approved antimicrobials for use in ecologically safe textiles.

About Thai Acrylic Fibre

Thai Acrylic Fibre Co, a unit of Aditya Birla Group, is a leading acrylic fiber manufacturer with a plant in Thailand capable of manufacturing 100,000 MT / year. Thai Acrylic Fibre was set up in 1987 to produce acrylic fiber in collaboration with Japan Exlan Co, Ltd., Japan. Their latest plant commissioned in January 2006 is Alexandria Fibre Co. in Egypt. It produces 18,000 MT of gel-dyed acrylic fiber and tow and its capacity will be 60,000 MT by the end of 2010. Since its inception, Thai Acrylic has adopted a system-focused approach and has successfully implemented various Total Quality Management systems. It has successfully implemented international standards and has achieved ISO 9001-2000 quality management systems, ISO 14001 environment management systems, ISO 18001 (Occupational Health and Safety Systems), SA 8000 (Social Accountability Standards) and International Quality Rating Systems (IQRS) from DNV, Norway. Thai Acrylic Fibre has won several international and national awards for its quality management system. Some of the coveted recognitions won by Thai Acrylic are the Japan Quality Medal, Deming Award, International Asia Pacific Quality Award, Thailand Quality Award, and the Golden Peacock International Environment Management Award. We have ambitious plans to become one of the top three acrylic fiber producers in the world by expanding production capacity and product range.

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AMICOR at Heimtextil Frankfurt 2010

Thai Acrylic Fibre Co. Ltd., Thailand

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