



...PRESS RELEASE...

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Delegates hail Planet Textiles debut

The new Planet Textiles conference on sustainability launched in Hong Kong last week provides a welcome new platform to enable brands and Asian textile suppliers to connect, inform and do business.

HONG KONG - The Planet Textiles conference on sustainable textiles and clothing held last week in Hong Kong on 18 March was hailed as a major success by both speakers and delegates with nearly 140 attendees at the inaugural one day event.

Launched alongside the Interstoff Asia Essential fabric show, which itself is becoming widely known as the place to source eco-textiles, Planet Textiles attracted leading brands and retailers such as Patagonia, adidas, Nike, Sears, Triumph International as well as giant textile mills such as Pacific Textiles, HK nonwovens and Fountain Set among many others.

The event was co-organised by Messe Frankfurt (HK) Ltd, The Society of Dyers and Colourists and Ecotextile News.

"We think the concept of holding a major event on sustainable textiles in Asia is the right way forward," said Hans Buehr, the head buyer in Asia for Triumph International, "It seems like the launch of Planet Textiles has been a great success and we look forward to seeing it again in future."

Jane Clarkson a materials director at Nike based in Hong Kong agreed, "This is the sort of event that needs to occur on a regular basis in Asia," she said, "Planet Textiles was really useful and I'm looking forward to the next one."

Key-note speaker Cara Chacon, Director of Social & Environmental Responsibility for Patagonia said that Planet Textiles was also useful for the speakers: "I found the presentations to be really informative and useful. I met several key people ... I thought the conference was immensely helpful for brands and factories ... and hope to attend more of your events in the future. Please keep me on your invite list!"

Chacon outlined to delegates how Patagonia has managed sustainable change within its organisation and how it is using new tools to communicate this to consumers.

The company has developed a unique level of traceability through its 'footprint chronicles' initiative available on its web-site. "The internet, and particularly social media is becoming a more important communication channel to reach Patagonia customers," she said, "We also recently launched our first ever TV advertising campaign together with the American Express Members Project. It was aired during this month's Academy Awards event in the USA."

Planet Textiles will now be held on an annual basis alongside Messe Frankfurt trade shows in different countries.

For more information visit: www.planet-textiles.com

Notes to editors:

Planet Textiles is co-organised by MCL Global, Messe Frankfurt and the Society of Dyers and Colourists (SDC).

About MCL Global (MCL)

MCL is the UK-based publisher of leading high-quality magazines, newsletters, guidebooks and online news portals for the global textile industry. Founded in 2004 MCL Global currently publishes Ecotextile News, Knitting Trade Journal, The Textile Dyer, EcoComposites and the bi-annual Eco-Textile Labelling Guide (supported by Messe Frankfurt). The company was a founder member of the RITE Group (www.ritegroup.org). It will shortly launch the new CSRtextile.com site on social compliance in the global textile sector. For more information visit: www.mclglobal.net

About Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million euros in sales in 2009* and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009*, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2009).

Description of SDC

The SDC is the leading independent, educational charity dedicated to advancing the science and technology of colour worldwide. Our mission is to communicate the science of colour in a changing world. We do this by maintaining professional standards and improving the skills of coloration professionals, enabling them to deliver exceptional results for their organisations. This is delivered through membership, qualifications, training, consultancy, publications, events and access to knowledge and expertise. SDC provides tried and trusted practical support services focused on implementing best practice in textile colour management, resulting in improved efficiency and cost savings. The Society of Dyers and Colourists (SDC) was established in 1884 and became a registered educational charity in 1962. In 1963 SDC was granted a Royal Charter and began to award the Chartered Colourist Status in recognition of individual professionalism and on-going learning and development in Colour Chemistry. The CCol remains the pinnacle of achievement today. We operate globally, and have offices in Bangladesh, China, Hong Kong, India, Pakistan, and the UK. For further information please email: info@sdc.org.uk, or visit www.sdc.org.uk