

7 Sweaty Betty chosen Fulgar's Q-SKIN® yarn for its Athlete collection



Fulgar, the manufacturer of a range of textured and covered yarns for the knitting and hosiery industries, has partnered with activewear brand Sweaty Betty for the latter's new Athlete collection. Sweaty Betty, which makes functional and fashion women's workout collections for running, yoga and other activities, has opted for Q-Skin by Fulgar for its new range of garments. Q-Skin is a polyamide 6.6 that incorporates silver ions

inserted directly into the yarn during the spinning process.

The unique chemical and physical properties of the silver are designed to control bacterial growth propagation. The bacteria carries a negative charge while the silver ions contained by Q-Skin by Fulgar carry a positive charge – this mechanism enables the silver ions to reduce excess bacterial flora, enhancing humidity management while also generating a feeling of cool freshness on the skin.

The bacteriostatic performance and resistance to repeated washing offered by Q-Skin by Fulgar yarn have been confirmed through rigorous testing, which has also demonstrated the yarn's effectiveness against the main gram positive (*staphylococcus aureus*) and gram negative (*klebsiellapneumoniae*) groups of bacteria.

As a result Q-Skin by Fulgar is said to be the ideal ally for Sweaty Betty garments,

as during sports activities it can hinder the development of unpleasant odours and bacterial growth. It offers wearers a host of additional benefits like breathability, coolness and comfort, protecting the skin all the while.

Fiona Hannam, head of product technology at Sweaty Betty commented: "We always aim for the best for our collections. That's why we've chosen to turn to Fulgar for cutting-edge Q-Skin fibre, developed and produced in Italy with an emphasis on outstanding quality."

Daniela Antunes, Fulgar Marketing Manager, added: "We're pleased to support Sweaty Betty in its successful search for increasingly high-performance collections backed by the potential offered by our yarns. We hope this is a first step towards an even more productive collaboration. Our portfolio includes functional and sustainable yarns" ■

7 Results of the 24th ITMF global textile industry survey

The last ITMF Global Textile Industry Survey (GTIS) was conducted in January 2024. It revealed a significant improvement in the business climate, signaling a potential turning point driven by better inflation rates, increased real wages, and consumer sentiment in the USA, alongside expectations of interest rate cuts. Business expectations for July 2024 reached a peak unmet since late 2021, fueled by improved order intakes and a more optimistic consumer demand outlook, despite ongoing cost concerns. Order intake began showing recovery signs, with notable increases across regions except East Asia, particularly in North & Central America and South America.

The average order backlog has stabilized around 2 months since July 2023, with no change in January 2024, while capacity utilization remained at the lowest level recorded (67%), reflecting a cautious production outlook. Concerns over weakening demand in the global textile value chain have decreased, with a drop in respondents citing it as a main concern to 67% in January 2024, the lowest since May 2023. Despite this weakening demand, the phase has led to reduced rather than cancelled orders, a departure from early pandemic responses. Inventories in the textile value chain are deemed average by 57% of participants, with South Americans reporting higher levels and garment producers noting the lowest inventories, indicating a nuanced view of the current market conditions ■

7 Innovative personalization software unveiled at Salon C!Print in Lyon

Tajima Software Solutions and Coloreel will launch software that will be a significant advancement for personalization of embroidery designs. Designed to cater to both in-store and online shopping experiences, the new software Pulse ID allows users to customize their embroidery. It offers the flexibility to edit text, add effects, and colors.



This collaboration marks a full integration of the Coloreel technology with Pulse ID and Tajima's embroidery machines. The result is a seamless and efficient solution, ideal for in-store embroidery services or for enhancing the offerings of online shops. At the Salon C!Print expo in Lyon February 6-8, attendees will have the unique opportunity to experience this solution firsthand. Tajima Europe's booth, numbered 2P20, will feature a demonstration where visitors can personalize caps with their choice of flag and name.

"This is a major step forward in automated personalization. Not only for us, but for the embroidery industry. It shows what kind of technological advancement you can make when you collaborate with other players in our industry. This software will be a huge leap forward in the way we work with personalized embroidery, both in physical stores and for e-commerce and other online marketplaces", says Mattias Nordin, SVP Product Management at Coloreel ■