

## Press Release:

Ismaning, December 12<sup>th</sup>, 2016

PERFORMANCE DAYS® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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Six exhibit halls, new website area, new services = Record number of visitors in November 2016

## **PERFORMANCE DAYS breaks the sound barrier**

The recent 17th PERFORMANCE DAYS recorded a rapid rate of increase in the number of visitors and concluded by setting another new record of more than 1.800 visitors! The key to this success: many top quality exhibitors, additional exhibit space, an expanded informative framework program for visitors - not to mention all the latest detailed and comprehensive news from the world of functional fabrics.

PERFORMANCE DAYS has been a continuous success story ever since the early days of this trade fair. This trade fair, dedicated exclusively to the market for functional fibers, fabrics, and accessories, justifiably earns its reputation for being extraordinary. The trade fair's history is marked by constant growth in the numbers of visitors and exhibitors and, that the concept is oriented exactly to the needs of this market, is proven season after season.

The quantum leap witnessed at the trade fair in November 2016 surprised then even the organizers. Despite opening the additional sixth hall and the significant increase in the floor space, not all exhibits could be accommodated and the 39% increase in visitors compared to the previous trade fair in April 2016 exceeded all forecasts and expectations.

### **Established and new names use PERFORMANCE DAYS as a platform**

The PERFORMANCE DAYS long-running success story is attributed to many factors. One is that each season, the list of exhibitors gains not merely in quantity but, above all, also in quality. In November 2016, major brand names like 3M, Invista, Nilit, Pertex, Polartec, Pontetorto, PrimaLoft, Schoeller, Sympatex, Toray, and YKK were on hand as exhibitors. Additionally, the trade fair welcomed important new players like 37.5 (Cocona), Lenzing, Microban, Outlast, Unifi, and Sheico.

### **Constant improvement in services is a recipe for success**

Continuous optimization efforts in all areas attract not only important new exhibitors, but also provide a welcome to many new visitors. Stefanie Sacherow, Senior Project Manager and authorized officer for PERFORMANCE DAYS spoke of the many behind-the-scene activities that happened in the second half of the year: "We do our homework and successively optimize all areas. In May 2016, after a year of preparation we launched our new website, which not only took on a new modern look, but also became more user-friendly and now provides many, useful new tools. We added many videos, audio podcasts, and new search filters. The team was expanded in August 2016 so that three full-time staff now support the exhibitors, visitors and the trade fair overall. These additional resources and the subsequent increase in the number of mailings and postings

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in addition to the improved online presence enabled us to attract more visibility, which brought immediate results as seen in the significant increase in the number of visitors."

### New visitor services

Several new features were offered to visitors to the trade fair. For example, for the first time so called "Hotspot Tours" were available with a personal guide providing information about various aspects of the trade fair. Also, the focus topic "HYBRIDS" presented at the PERFORMANCE FORUM and in free expert podium discussions, was especially well received. Attendance was very good at all of the workshops that have been enlarged too. In November, besides the generous range of online information and the special "sourcing and trend" area of the website "24/7 SOURCING" ([www.performancedays.com/24-7-sourcing.html](http://www.performancedays.com/24-7-sourcing.html)), the new PERFORMANCE DAYS Special Edition of the trade magazine *SAZ Sports Fashion* was launched, which includes articles and pictures of all the relevant trends at the trade fair in German and English.

For all those who could not attend the fair in Munich this time, all presentations are available online as audio-video files to give you a brief view of all the special topics: [www.performancedays.com/24-7-sourcing/performance-archive/presentation-library.html](http://www.performancedays.com/24-7-sourcing/performance-archive/presentation-library.html). Also, all of the fabrics featured at the PERFORMANCE FORUM as well as at the PERFORMANCE WALL have been archived on the website where you can retrieve them and you can also request samples directly from the manufacturer.

Another successful trade fair is in planning for April 2017 and the exhibitor list is already published online. Many preparations are already underway for the next PERFORMANCE DAYS scheduled for April 26-27, 2017. The exhibitor list confirmation is nearly complete and visitor tickets are already available for purchase.

### Recent Performance Days in Facts and Figures:

- Visitor data: 1868 visitors in November 2016, which is a 39% increase over April 2016.
- Countries represented: 58 countries in November 2016, compared to 44 countries in April 2016.
- Exhibitor data: Increase of 19% over the 135 exhibitors in April 2016 to the most recent 161 exhibitors made possible by the sixth exhibit hall.

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### **About PERFORMANCE DAYS**

PERFORMANCE DAYS – The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers. The industry experts who come to this fair - the sports fashion designers, product managers, and decision-makers (see online: [Visitor List](#)) represent almost every European active clothing and functional wear manufacturer - can find a complete selection of high quality materials available at just the right time in April/May and November. The dates are intentionally scheduled early thanks to our expertise in functional fabrics and are optimal for summer and winter sport collections. (All trade fair catalogs from past events are available online at [Catalogs](#) as well as a listing of current exhibitors at [Exhibitor List](#)).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique [PERFORMANCE FORUM](#) of PERFORMANCE DAYS, the visitor receives an inspiring and well-grounded overview of the new materials, trends, and innovations of the exhibitors. The PERFORMANCE AWARD and the ECO PERFORMANCE AWARD are also presented here.

Qualified guest speakers present special topics and their collaborative ventures to complete the range of information provided at PERFORMANCE DAYS (see online [Presentations](#)).

**No entry fee and free admission to all events for industry visitors.**

**Detailed information and advanced registration online at: [www.performancedays.com](http://www.performancedays.com)**