

PERFORMANCE DAYS - November 2017

Innovation in 3D textures and abrasion resistance top new reflective developments at JRC-REFLEX

Light-reflective materials manufacturer JRC-REFLEX will be introducing new embossed designs for apparel and shoe applications and has improved the durability of its range of materials dedicated to bags and accessories.

November 2017 - Expanding on its range of fancy light-reflecting materials, JRC-REFLEX has developed new embossed motifs with three-dimensional effects. These also come with a wider array of colours for backing materials, including shades that match the season's trends. "We see these new references as useful to add a new twist to yoga wear and urban wear," says company CEO Céline Cugerone.

To address the specific demands of bags and packs, JRC-REFLEX has been working on improving the durability its light-reflecting materials with a new reference in which the light-reflecting coating is applied to a mechanical stretch fabric whose abrasion resistance has been improved. Compared to the French-Italian company's former range, this new reference is much more flexible, lighter and softer to the touch, properties that will enhance the performance and comfort of running and cycling bags.

These are the key new developments JRC-REFLEX will be showcasing at the PERFORMANCE DAYS trade fair in Munich (November 08th-09th 2017).

About JRC-REFLEX

JRC-REFLEX is a manufacturer of high-quality retroreflective fabrics and trimming. Founded in 1988, the company is based in Romans, France. Its state-of-the-art factory is located in Bergamo, Italy.

Press contact

Céline Cugerone

Tel: +33 475 025 770

Email: info@jrc-reflex

