

PERFORMANCE DAYS - April 2017

## JRC-REFLEX: The lighter side of light reflective fabrics

*Addressing the need for lightness and durability, light-reflective materials manufacturer JRC-REFLEX has boosted the properties of its microfibre references and expanded the colour options of its 4-way stretch knit.*

April 20, 2017 - New products at French-Italian retroreflective specialist JRC-REFLEX focus on combining high quality light reflection and durability in the lightest possible weights.

For the past two years, the company's research lab has been working on creating an ultrafine retroreflective microfibre fabric having high abrasion resistant properties.

The fabric that JRC-REFLEX is introducing presents a 50% improvement in abrasion resistance (tested on a Tauber device) and a scuffing resistance that exceeds 1000 cycles compared to 200 cycles previously. "Abrasion resistance is essential for applications in sports bags and cycling shoes and we are proud to offer light reflective fabrics that meet the requirements of the most exacting brands," says company CEO Céline Cugerone.

After the successful introduction of retroreflective ultra lightweight four-way stretch knits in silver in 2016, JRC-REFLEX is ushering in five new colours. These include neon tones and the company's best-selling Super Black. The knit fabric is 25% lighter than the company's popular stretch reference and targets running, cycling and athleisure end-uses.

In addition to these ultra lightweight high performance fabrics, JRC-REFLEX will also be presenting new Perforated light-reflective qualities that offer enhanced breathability and cool aesthetics for the ever more sophisticated demands of activewear brands. These new developments will be showcased at the PERFORMANCE DAYS trade fair in Munich (April 26 & 27, 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

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