

**Press Release:**  
Ismaning, September 21<sup>st</sup>, 2018



PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile  
Consult Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060  
[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)

The FOCUS TOPIC of the next trade fair is all about our most important natural resource

## **PERFORMANCE DAYS features new approaches: The textile industry can protect and conserve our water resources!**

*The main topic at the next PERFORMANCE DAYS deals with an essential subject that affects every phase of textile and clothing production: Clean Water! With the usual professionalism, the FOCUS TOPIC of the next functional fabric fair shows which new technologies can protect and conserve water during the manufacture of textiles on November 28-29<sup>th</sup>.*

The Earth's resources are finite! This is true not only for our energy sources, but also our most important vital resource - Water. The textile industry, in particular, plays a very significant role in creating waste water and water pollution in the production of fibres and fabrics. For example, about 25% of the insecticides used worldwide are consumed in the cultivation of conventional cotton, and textile finishing is among the industries with the most waste water in Germany (Source: Federal Environmental Agency). The production of one kilogram of fabric requires up to 100l of water. In China, one of the largest producers of textile products, approximately two thirds of the drinking water resources are already heavily contaminated.

### **FOCUS TOPIC: Water - Our Responsibility**

Precisely for this reason, PERFORMANCE DAYS decided, as the leading trade fair for functional fabric professionals, to put the spotlight on this topic and present comprehensive information at the next edition of the trade fair on November 28-29<sup>th</sup>, 2018. In cooperation with the exhibitors and experts from research and environmental protection institutes ways in which water pollution and consumption can be reduced along the entire value chain is shown. This chain starts with the production of the fibres, from the planting of natural raw materials, through the spinning and dyeing processes, moving on to the packaging and care of the clothing by the consumer, and continuing right through the useful life of the textile. The dyeing processes pollute our water, but so do the microplastic particles created during household washings because sewage treatment plants are only able to filter these out to a limited extent. Even clothes thrown into the garbage dumps - or even worse, tossed back into nature will decompose uncontrollably and contribute to pollution. Like tire abrasion, micro-plastics are also found in air and water and, therefore, are a topic for textile producers.

### **Comprehensive coverage with experts**

The main theme "Water - Our Responsibility" has its own dedicated Boulevard in the exhibit hall with the name "Focus Topic & Marketplace" and is also the subject of expert discussion groups on the second fair day.

**Press Release:**  
Ismaning, September 21<sup>st</sup>, 2018



PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile  
Consult Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060

[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)

The program is kicked off by Christian Lott, marine biologist for Hydra Marine, who now sees himself more as a synthetics researcher in light of the critical water status. Journalist Sophie Bramel will talk to guests about how to reduce waste pollution in our oceans in the panel discussion "Ocean Waste Fibres." Sustainability expert Anna Rodewald will lead another panel discussion on the possibilities of conserving water when dyeing fabrics and textiles and in her lecture "Water - the Bigger Picture," Christina Jönsson from the Swerea Research Institute lays out a comprehensive concept. In the final agenda item, Charles Ross and guests report how to reduce the volume of water consumed by the textile chain. The full agenda is provided online at:

<https://www.performancedays.com/fair/program/overview.html>

**Interesting info already posted for you on the website**

All these exciting events await visitors live, as soon as PERFORMANCE DAYS opens its doors for the first time at Hall C1 of the Messe München-Riem in November. The many innovations there will be announced shortly and are sure to inspire the public. If you want to get a jump on planning, you can already get informed on the PERFORMANCE DAYS website [www.performancedays.com](http://www.performancedays.com). That is where you will find the current exhibit agenda and much more. The major trends from the world of functional fabrics can be seen under the "24/7 SOURCING" tab - 365 days a year, 24 hours a day. Similarly, all past lectures and all of the FOCUS TOPICS and trend themes from past trade fairs are available in the "Library" along with all the fabrics that have been shown in the PERFORMANCE FORUM in past seasons.

As always, the online visitor registration has already started and is in full swing. Yes, admission is still free in the new exhibit location!

**Press Release:**  
Ismaning, September 21<sup>st</sup>, 2018



PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile  
Consult Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060  
[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)

### **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, sports fashion designers, product managers, purchasing managers, and decision-makers (see online: [Visitor List](#)) of almost every European active clothing, functional wear brand and sportive fashion collection, can find a complete selection of high quality materials available at just the right times in April/May and November. The dates are intentionally scheduled early 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 by the exhibitors. The [PERFORMANCE AWARD](#) and the [\(ECO\) PERFORMANCE AWARD](#) are also presented here.

Qualified guest speakers present special topics and discuss their collaborative ventures in [guided tours](#), [workshops](#) and [presentations](#) completing the broad range of information provided at PERFORMANCE DAYS. Find the speeches after the fair is over online in the [Presentation Library](#).

**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)**

### **About Functional Fabric Fair powered by PERFORMANCE DAYS**

In partnership with [Reed Exhibitions](#), PERFORMANCE DAYS® launches the U.S. sourcing event “[Functional Fabric Fair powered by PERFORMANCE DAYS](#)“ for the very first time in 2018. Staged in the Javits Center, New York, the event for high performance functional fabrics and accessories will exhibit the latest development trends in the functional textile industry and provide an opportune marketplace for the sourcing of high performance functional fabrics and accessories in the United States. The event will include exhibits, workshops, industry presentations and professional networking and matchmaking programs.