

Press Release:
Ismaning, October 25th, 2018

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
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Water conservation should concern all of us - Christina Jönsson, RISE IVF

The textile industry can protect and save water resources!

Water conservation is everyone's business - particularly, in the textile industry. It is one of the industries known to be a major water consumer and polluter. At PERFORMANCE DAYS, the presentation titled "Water, the Bigger Picture," by Christina Jönsson from the Swedish Research Institute (RISE IVF) tells us on how we can carefully manage this important resource.

Christina Jönsson knows what she is talking about. The Swedish scientist focuses her research on the resource water and intensively studies how various industries can be more innovative in the ways they use water. On November 29th, she will present the possibilities in the textile industry to save and protect water as part of the continuing series of Expert Talks at the PERFORMANCE DAYS trade fair. In the following Ms Jönsson is already giving some insight into this topic:

PERFORMANCE DAYS: Ms Jönsson, what message to you want to communicate at the trade fair?

Christina Jönsson: It is increasingly important to use water sparingly and efficiently. The consumption is one part of it but, above all, we must be aware of the pollution. This is because water become scarce when it is polluted, and a lot of energy is consumed in the effort to clean water that has been polluted. Amounts of chemicals used in production are also a big concern - to produce and refine one kilogram of fabric, about one kilogram of chemicals is used!

PD: Is this a global problem? Where is the most polluted water?

CJ: The pollution is happening in the textile producing countries; today, that is mostly the Asiatic regions. Consumption is very high, for example, in the agricultural regions where cotton is grown. Generally speaking, for example cotton fibre production requires large amounts of water - when cultivating the plants. But also water is used in large amounts for both synthetic and natural fibre especially when applying chemicals in the downstream production of fabrics.

PD: What can be done about it? The textile market is not going to get smaller...

CJ: This is true. But remember, many factories still use "old" technologies that are responsible for much of the water use and water pollution, especially, in the areas of dyeing and finishing. That is an area where we at RISE IVF are exploring to search for new, saver methods that help to protect the water. And, we are not only researching the environmental impact of producing textiles, but of other products too.

PD: What is the scope of your studies?

CJ: We evaluate production possibilities in terms of sustainability and modernity, and then prepare recommendations, for example, for the saver handling of chemicals. On behalf of

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the Swedish government, we evaluate and assess the latest technologies - always looking for the next "big step."

PD: How is the textile industry receiving the proposals from RISE IVF?

CJ: We have a good network and work together with over 120 brands in the textile industry - many of them based in Sweden. For example, we work on chemicals management with these companies in relation to the requirements of European chemical legislation REACH and the Stockholm Convention.

PD: What other issues is RISE IVF working on regarding water?

CJ: Besides the economical use of chemicals and water conservation, we are also interested in the issue of micro plastics and, of course, also with fluorine-free DWR treatment. We address issues that are important to the textile industry. Our aim is to find the best available technology for each process step.

PD: Is that the main theme of your talk?

CJ: Yes, I will be talking about challenges and solutions. Let yourself be surprised! I look forward to sharing this information with this audience!

The Expert Talk by Christina Jönsson at PERFORMANCE DAYS is scheduled for Thursday, November 29th 2018 at 12:45h. Free entrance and admission to all events for industry visitors.

More information and online registration at: www.performancedays.com

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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, 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

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.