

Press Release:

Ismaning, November 19th, 2019

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
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Fair comes to successful conclusion, new concepts receive warm reception

The industry agrees: PERFORMANCE DAYS is the absolute leader in sustainability!

*Exhibitors and visitors agree unanimously: PERFORMANCE DAYS, which has just come to an end, has just written another success story. This year's Focus Topic „Green Evolution - Innovations for a Sustainable Future“ proved highly popular, as did the first sustainability conference **sustain&innovate** on the second day of the fair.*

Satisfied faces all-round at the end of **PERFORMANCE DAYS** on the 13th and 14th of November in Munich. With a number of 3064 visitors and 297 exhibitors, the fair and its exhibitors enjoyed an all-round successful event. The proven concept of presenting not only the most important companies, but also an extensive supporting program, as well as providing a top-quality, cutting-edge Trend Forum every season has once again been particularly well received.

Brand-new: Only sustainable fabrics presented at PERFORMANCE FORUM

The popular **PERFORMANCE FORUM** once again displayed the most important innovative fabrics and proved revolutionary: All 240 fabrics on display were selected not only for their trendsetting features, but also and above all for their sustainability. And this will remain the case. As from this season onwards, only sustainable fabrics will be eligible for the coveted tables of the **PERFORMANCE FORUM**. Of the 240 fabrics, the 24 best in terms of sustainability were also presented and explained at the **PERFORMANCE WALL**, as well as the winners of the **PERFORMANCE AWARD** and the **ECO PERFORMANCE AWARD**, which have set new standards in terms of function and ecology.

Important sustainable fabric highlights were also presented by (among others): Hemp Fortex, Long Advance, LMA, Merryson, Pontetorto, Polartec, Shinkong, Sympatex, Schoeller GmbH & Co. (Award) and Schoeller Textil, Tintex and Teijin Frontier (Award). Among the newcomers in the category of particularly sustainable fabrics were Ecosensor by AsahiKasei, Stotz and WA. Cloth Hybrid.

Among others, ACG, Laurema, Nilorn, Welltern and YKK were a source for sustainable accessories, and PrimaLoft and Lavalan for sustainable insulation.

At the **EXPERT TALK AREA**, everything revolved around the latest trends and sustainability. The well-attended talks attracted so many viewers that some had to stand. In the meantime, numerous visitors flock to the trade fair on both days to not only be informed about

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important exhibitor dates, but also to specifically listen to the scheduled line-up of speakers.

Great response to the first sustainability conference

Now was exactly the right time to launch a new format: Together with the trade journal **SPORTSFASHION** by SAZ, this November **PERFORMANCE DAYS** hosted **sustain&innovate**, the first sustainability conference for the sports and functional textile branch. The first edition of this specialist conference exceeded all expectations, with talks by international specialists attracting even more listeners than the program on the first day. A particular highlight was the emotional and yet expert keynote talk by Dr. Antje von Dewitz, VAUDE, who reminded the textile branch just how important ecological activism is for our future and that of our children. Specialist journalist Charles Ross also impressed the audience with his interview with Nicholas Allen from Patagonia, as did host Ulrike Arlt, editor-in-chief of **SPORTSFASHION**, who spoke with Dr. Rüdiger Fox from Sympatex as well as with Vanessa Mason and Jochen Lagemann from sponsor PrimaLoft.

It comes then as no surprise that Jochen Lagemann gave the trade fair and the conference top marks: “For us, **PERFORMANCE DAYS** is always a particularly important and effective fair, at which we have numerous quality appointments. It’s nice to see how **PERFORMANCE DAYS** continues to grow and is becoming more and more international. We now have our entire European sales team at the fair. In our opinion, the **sustain&innovate** conference is a great format as a platform for even greater expression on issues of sustainability. The talks and rounds of discussion were very interesting with positive feedback from visitors. We are glad that we were able to make our contribution as a driving force in innovation and sustainability.”

Other sponsors such as Polartec and ISKO were extremely satisfied. Steve Layton, President of Polartec, enthralled the audience with sustainable visions of the future in cooperation with Polartec’s mother Milliken, whereas Rosey Cortazzi, Marketing Director of ISKO, made a fiery plea for limiting consumption as a contributive measure to sustainability.

Free and comprehensive review

Visitors can look forward to the next edition of **sustain&innovate**, taking place on 29th of October 2020 once again as part of **PERFORMANCE DAYS**. Work on the program will begin shortly. Initial information and a review of the fair highlights will be available on the website www.sustainandinnovate.com from December 2019. For those who did not manage to make it to Munich this time, talks at the conference and on the first day of the fair will soon be available free of charge on the fair website www.performancedays.com.

Four important dates to note in 2020

Marketing Manager Lena Weimer thanks exhibitors and visitors: “We are extremely happy with the great input and the trust our exhibitors have placed in us, as well as the

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overwhelming response and loyalty of visitors! We thank you! We are already looking forward to the next upcoming fairs!”

And here are the dates not to be missed:

- 22.-23. April Munich
- 20.-21. July New York
- 28.-29. October Munich
- 18.-19. November Portland

Find out more about PERFORMANCE DAYS at www.performancedays.com.

<https://www.performancedays.com/library/expert-talk-archive.html>

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 designers, product managers, buyers, and decision-makers of almost every European active clothing and functional wear brand (see [Visitor List](#)) – will find a complete selection of high quality materials available at just the right time in April/May and October/November. These dates are intentionally scheduled early and are optimal for summer and winter sport and sportive fashion collections. A listing of current exhibitors is available online at “[Exhibitor List](#)” as well as all past trade fair “[catalogs](#).”

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from other fairs. That is one of the reasons why the Munich based Functional Fabric 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.

The unique [PERFORMANCE FORUM](#) at PERFORMANCE DAYS gives visitors an inspiring and informed overview of the latest materials, trends, and innovations by the exhibitors. This is also where the [\(ECO\) PERFORMANCE AWARD](#) is presented.

Valuable [expert talks](#), [workshops](#), and [guided tours](#) round out the informative program. All lectures will be available online after the trade fair – see “[Expert Talk Archive](#).”

Free entrance and admission to all events for industry visitors.

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

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About the Functional Fabric Fair powered by PERFORMANCE DAYS

Since 2018, the trade takes place as "[Functional Fabric Fair powered by PERFORMANCE DAYS](#)" in the USA in cooperation with [Reed Exhibitions](#). Located in the Javits Center in New York City as well as in the Oregon Convention Center in Portland, OR, the sourcing fair exhibits the latest industry trends analogous to the event in Munich and is the platform in the USA for sourcing functional fabrics and accessories. The event includes exhibits, workshops, industry lectures, and a program for professional networking and networked manufacturers and buyers.