

## Press Release:

Ismaning, February 13<sup>th</sup>, 2020

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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PERFORMANCE DAYS continues the commitment to sustainability made at the last fair

## Sustainable functions can come so naturally

*A very special Focus Topic for Munich's PERFORMANCE DAYS Fair for functional fabrics and accessories is prepared for April this year. The PERFORMANCE FORUM will not only be highlighting sustainable fabrics, the focus for the summer 2022 season will be on fabrics that enable functions by means of fibres and treatments inspired by nature.*

The worldwide functional textile industry got a wake-up call when PERFORMANCE DAYS introduced a major change in Munich last November. Ever since that fair, consistent rules have applied to the fabrics exhibited at the groundbreaking PERFORMANCE FORUM. Effective at the end of 2019, these fabrics must not only provide a functional added value, but must also meet strict criteria with regard to sustainability. In this way, the 240 most important fabrics at the fair every season can truly be described as real highlights in terms of function, fashion and sustainability.

By implementing these strict selection criteria, the trade fair underlines its consistent stance on sustainability. The trade fair organizers are convinced that working and producing sustainably **must** become the new industry standard.

At the upcoming trade fair in Munich on April 22-23<sup>rd</sup>, PERFORMANCE DAYS will raise the bar once again in terms of sustainability for the fabrics of summer 2022. The new Focus Topic reads: **"Inspired by Nature -From Fibres to Green Treatments"**. This means that all 24 fabrics that earn a coveted place on the FOCUS TOPIC WALL must achieve their function via a natural and environmentally friendly approach.

### PERFORMANCE DAYS - always a pioneer in developments concerning sustainability

The fair always tries to show which sustainable alternatives are also feasible for functional textiles. After all, there are already a number of functional attributes on the market that can be achieved on a natural basis, for example, using natural fibres or treatments. Senior Marketing Manager Lena Weimer describes the pioneering role of PERFORMANCE DAYS: "As a leading trade fair, we succeed in being the incubator for the industry by bringing new and, in some cases, previously unknown themes to the forefront every season. Motivated by our ideas, the exhibitors produce incredible innovation and that makes us proud."

At the upcoming PERFORMANCE FORUM, fabrics will be presented that offer functions such as climate and temperature management, moisture transport, water repellency or waterproofing, UV-protection, and odor control based on natural processes. Others provide improvement for the athlete's general performance or an increase in comfort.

The innovations exhibited at the April fair underscore the idea that the best functions can be achieved without harmful chemicals! A few years ago, functional fabrics came under criticism because, among other things, the waterproofing treatments were manufactured on

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the basis of harmful chemicals. And, although the industry has mastered this challenge, there are still a number of other areas which can do without chemicals or synthetic fibres made from crude oil.

Sustainability and, in particular, the current Focus Topic is very important to the suppliers of functional fibres, fabrics, and accessories. This is evidenced once again by the significant increase in interest shown by the exhibitors at PERFORMANCE DAYS. The April 2020 fair was already completely sold out at the end of last year, and reservations for the fair were already made during the November fair. So once again, more than 290 of the most important exhibitors in the field of textile function and sustainability will present their latest innovations in Hall C1, occupied to full capacity, at the Messe München on April 22-23<sup>rd</sup>. Senior Project Manager Lisa Lechner explains: "We are pleased and proud of the great demand from exhibitors. Important functional brands and sustainability pioneers such as Sympatex, PrimaLoft, Pontetorto, and Schoeller - some of whom have been with us since the first PERFORMANCE DAYS trade fair - will be exhibiting again this spring. We are striving to create an interesting and relevant mix of old and new exhibitors who can introduce groundbreaking innovations in relation to our current Focus Topic. We are becoming more international with each fair!"

Preparations for the next fair are in full swing, the complete list of exhibitors is already posted on the website [www.performancedays.com](http://www.performancedays.com), and our online visitor registration has also already been activated.

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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 – 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](http://www.performancedays.com)**

**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.

SAVE THE DATES:

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