

Press Release:
Ismaning, July 9, 2024

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 | info@performancedays.com



PERFORMANCE DAYS: Focus Topic Highlights Sustainable Dye Alternatives

“Colorization - Chemistry is Everywhere“: eco-friendly innovations

PERFORMANCE DAYS, the leading trade fair for functional fabrics and accessories, is making a clear statement for the future of the textile industry with its new Focus Topic. Under the title "Colorization - Chemistry is Everywhere," this year's fair seeks environmentally friendly alternatives to textile dyeing. By using eco-friendly dyes and resource-efficient technologies, the environmental impact can be significantly reduced. For the first time, a dedicated central theme has been defined for the footwear sector—innovative alternatives for manufacturing waterproof shoes.

Focus Topic: Colorization - Chemistry is Everywhere

In the fashion and sports sectors, both aesthetics and functionality play crucial roles. At the same time, the demand for eco-friendly solutions is growing louder. In an era where environmental awareness and sustainable production methods are becoming increasingly important, PERFORMANCE DAYS on October 23-24 in Munich addresses the challenge of promoting eco-friendly dyeing techniques and innovations. The textile industry faces the task of replacing traditional dyeing processes, which often cause significant environmental harm, with sustainable alternatives. The new focus aims to intensify the exchange between experts, manufacturers, and innovators to develop and present joint solutions.

Highlights of this year's fair:

- **Innovative Dyeing Techniques:** Presentation of the latest technologies and methods that reduce water and energy consumption and minimize the use of chemicals.
- **Sustainable Dyes:** Presentations and workshops on natural and biodegradable dyes that significantly reduce environmental impact.
- **Best-Practice Examples:** Success stories from companies that have already implemented sustainable dyeing processes, enhancing not only their environmental footprint but also their market position.
- **Expert Lectures and Panel Discussions:** Renowned experts from science and industry share their insights and discuss the future of dyeing in the textile industry.

"With this year's focus topic, we aim to encourage the industry to take new paths and drive sustainable innovations. Colorization is not just a technical issue but also a creative one, with great potential for an eco-friendlier future," explains Marco Weichert, CEO of PERFORMANCE DAYS.

Focus Theme Footwear: Sustainable Ways to Produce Waterproof Shoes

In addition to the Trend Forum, the firmly integrated Footwear Area has become an important part of the fair. With its own Footwear Forum, the organizers are addressing innovative trends and developments. This winter, for the first time, there will be a dedicated Focus Theme for this important category. The expert jury of this year's footwear forum is

Press Release:
Ismaning, July 9, 2024

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 | info@performancedays.com



seeking innovative alternatives for manufacturing waterproof shoes. In collaboration with leading companies and research institutions, new materials and techniques that reduce the use of harmful chemicals while improving product functionality and durability will be presented. From biodegradable membranes to plant-based coatings, the fair offers a platform for groundbreaking innovations that could revolutionize the outdoor and sports industry.

SAVE THE DATE: PERFORMANCE DAYS is the leading trade fair for functional fabrics and accessories. It provides a platform twice a year for presenting innovative materials and technologies and promotes the exchange between designers, product managers, and manufacturers in the sports and fashion sectors. Interested parties can register now for the event and find more information on the official website of the fair.

www.performancedays.com