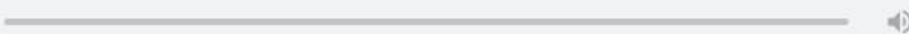


## Huntsman to present high-performance solutions at Performance Days

12  
May '21



Pic: Huntsman Textile Effects

▶ 0:00 / 0:00 

Huntsman Textile Effects, a Singapore-based global leader in innovative solutions and environmentally sustainable products, has announced that the company will highlight its extensive end-to-end suite of protection effects and high-performance solutions for performance apparel at Performance Days Digital Fair Week to be held digitally from May 17-21, 2021.

Huntsman will also deliver a presentation on sustainability, showcasing the top megatrends impacting the textile industry.

"With increasing adoption of active lifestyles and outdoor activities, consumers are demanding high-performance, yet comfortable and sustainably-produced sportswear. Consumers are looking for brands that incorporate sustainable processes and principles in their operations," the company said in a press release.

"The upward trend in the performance apparel segment is spurred on by the demands and evolving needs of consumers; sustainability also remains the top of mind amongst these consumers. At Huntsman, we are delighted to be able showcase our suite of solutions that are high-performing and sustainable, so that mills and brands are better able to meet the fast-changing market needs," Dharendra Gautam, senior director – global market strategy and innovation at Huntsman Textile Effects said.

Huntsman's featured solutions include: complete end-to-end systems for protection effects, from pre-treatment to coloration and finishing; revolutionary antimicrobial and odour-control solutions from Sciessent - The Agion, Lava X2 and Active X2 products will be featured at the upcoming show; and, High IQ intelligent effects is a set of brand assurance programmes that support accelerated evaporation, water and stain repellence, lasting colour and cool comfort, ensuring garments dry quickly for long-lasting comfort.

Huntsman will also deliver a presentation on May 18, 2021, at the expert talk session. Titled "Sustainability & Textiles: Being the Change That We Want to See", the presentation will showcase the megatrends that will define the next five years, and the textile and apparel industries' quest for more sustainable design, product development, production methods and garment care.

Fibre2Fashion News Desk (JL)