

# The Fiber With Visions

Consumers now have access to a new fiber that is "Cool, Smart, Clean and Easy – CoolVisions™, The Fiber with Visions."

CoolVisions™ dyeable polypropylene fiber is a revolutionary new fiber for the apparel market created by FiberVisions, one of the world's largest producers of polyolefin staple fibers. CoolVisions™, www.coolvisions.com, is the industry's premier disperse-dyeable polypropylene fiber, created to address the needs of the manufacturer and the desires of the consumer.

The CoolVisions™ brand name reflects the company's name, FiberVisions, and its focus on the future of polyolefin fibers through innovation. FiberVisions is a global leader, maintaining a strong reputation for quality, innovation and customer service. The company has manufacturing sites in the U.S., Europe and Asia, according to Jim Pepper, global business director.

CoolVisions™ dyeable polypropylene fibers offer a vast array of inherent benefits and properties of traditional polypropylene fibers: lightweight and comfortable, with moisture management, durability, thermal insulation and stain resistance. Unlike traditional polypropylene fiber, CoolVisions™ is dyeable with disperse dyes, and its unique design results in a soft hand.

"CoolVisions™ is well-suited for any lifestyle as it is easy care, easy wear," reported Susan McGreal, national

sales and marketing manager, apparel. "CoolVisions™ dyeable polypropylene fiber reduces inventories compared to solution-dyed polypropylene fibers and provides new options for fashion apparel."

The ability to dye polypropylene in the greige fabric stage enables significant improvement in production times and speed to market, and the cost associated with inventory for low volume, slow moving and obsolete solution dyed colors is eliminated. Benefits for retailers include faster speed to market and consumer satisfaction.

"FiberVisions is in a wonderful position with the launch of what many perceive as the original (and best) performance fiber," stated Peter Lucier, vice president, sales and marketing of Startex, a division of Starensier Inc. "(CoolVisions™ has) many of the key features covered with performance features: price, ease of care and now, fashion."

CoolVisions™ dyeable polypropylene fibers also provides better chemical and stain resistance when compared to other fibers, the company reported. "The fiber is lighter, providing better coverage with less weight and fiber content," reported Dr. Prashant Desai, director of business technology. "The benefits of polypropylene fiber include minimal moisture pickup, superior moisture transport, inherent and permanent

chemical inertness, and excellent thermal insulation properties."

CoolVisions™ processes efficiently on equipment currently used in the textile industry. The yarn spinning, knitting and weaving procedures for CoolVisions™ are similar to current pigmented polypropylene products, the company reported.

Steven Lucier, president of Deer Creek Fabrics Inc., noted, "Deer Creek Fabrics has been working with polypropylene for nearly 30 years and CoolVisions™ is by far the most exciting new development. This, combined with the ability to match customers' colors and deliver finished fabrics in a timely manner, makes it a wonderful addition to our polypropylene offerings."

Staple fiber for ring spinning is currently available, and development activities also are underway for air jet yarn spinning and filament products. Performance enhancements such as antimicrobial properties are also being developed.

CoolVisions™ is a trademark of FiberVisions, L.P., a subsidiary of FiberVisions Corporation, Wilmington, Delaware, U.S.A. Booth #313 at Material World.



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## One-Stop Shop for Tech Solutions

RLM helps the fast-paced changes of the apparel industry by providing clients with cutting edge Technology solutions. RLM's services include custom application development, hardware and software outsourcing, business consulting and superior customer service.

RLM, rlmci.com, is a full service, tech consulting firm headquartered in New Jersey with subsidiary offices in San Jose, Costa Rica. The company believes software solutions must not restrict the business process by making it conform to rigid software requirements. "When a process does change, the software must be able to accommodate the change or new process," said Andy Lynn, director of marketing.

Founded by Ron Lynn, ceo, and Dennis Vetter, vice president, RLM specializes in the apparel, accessory and textile industries. "Everything we offer is something apparel companies can use to implement into their operation to make it more efficient," Lynn said. "RLM offers the industry a one-stop shop for Technology Solutions."

RLM provides software that helps track inventory, manage sales, product specifications, production, costing, logistics, warehousing, accounts receivable, payable, general ledger and more, Lynn said. "Tracking these processes helps the industry reduce bottlenecks, as well as get a more accurate look at production, shipping and inventory costs."

And the firm works hand-in-hand with clients in each step of the process. "Our major competitive advantage is experience and our integration is all done with our own internally developed software, so there are no third parties".

"The real benefit of technology today is you can support clients remotely as long as they have Internet access," Lynn continued. "One of the greatest benefits is that our system runs off of one server platform, so it's easy for us to support clients, because there are not multiple servers running in different locations around the world."

The company also develops web stores for the industry, a fast-rising trend, he stressed. Lynn noted RLM works closely with clients to ensure custom design that fits their individual business needs, with management and development teams staying abreast of changes in the apparel and footwear industries through industry contacts and research.

"Our technology philosophy is simple: "technology must follow function," Lynn said. "We choose the technology that best fits the need. All facets of the application are considered when designing a new product, especially the user that is going to interact with the application. With semi-yearly upgrades, RLM clients are assured software will remain the best, most reliable solution available." MW Technology Solution Booth #920.



Computer Generated Solutions (CGS) provides innovative solutions that fulfill the information technology and business needs of fashion manufacturers, importers and retailers. [www.cgsinc.com](http://www.cgsinc.com)  
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