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CoolVisions® Brings Refreshed Vision to Outdoor Retailer

Duluth, GA, June 18, 2018—CoolVisions® dyeable polypropylene brand returns to Outdoor Retailer at the inaugural Denver version of OR Summer Market, July 23 – 26. With a fresh take on its colorful “Metamorphosis in Performance” promise, the developer and manufacturer of the revolutionary dyeable performance fiber will exhibit an expanded range of fiber options, interpreted in innovative textiles from its global mill partners.

The range of textile and apparel products featuring CoolVisions® includes knits, wovens, denims, and insulation fill, giving brands and consumers a broad range of choices from a trusted component brand.

The CoolVisions® roster of dyeable polypropylene fiber includes made-in-America cottony-soft staple; CoolVisions® + Cotton, spun by Grupo Miro in Mexico; and WoolVisions™ intimate blend of CoolVisions® dyeable polypropylene staple with merino wool, spun by Chia Her in Taiwan. Further development of WoolVisions™ yarns is ongoing internationally at Peignage DuMortier in France, the Schoeller Spinning Group in Austria, Südwolle in Germany, and Patrick Yarns in the US.

Cool, dyeable polypropylene filament from parent company Indorama Ventures in Rayong, Thailand, also available from Taiwanese distributor Reamou, provides additional design and performance options.

CoolVisions® brand's new visual identification updates its "Metamorphosis in Performance" theme with an abstract butterfly drawn in free-flowing color, emphasizing the fiber's key characteristic of dyeability. The new symbol expands



the interpretation of Metamorphosis to include the concept of transformative change across the apparel business, from manufacturers to brands to retailers and consumers.

"CoolVisions® dyeable polypropylene is a modern performance fiber with inherent moisture management, thermal regulation, and resistance to water-based stains—without the use of additives or topical enhancements. This speeds the manufacturing process and lowers costs," explains Susan Lynn, global sales and marketing manager.

Lynn adds, "With growing interest in sustainable textiles, it's important to note that polypropylene has one of the lowest cradle-to-factory gate carbon footprint among synthetic fibers, and CoolVisions® polypropylene fiber is Oeko-Tex® certified.

CoolVisions® dyeable polypropylene fiber brand offers textile manufacturers and brand partners the tools to differentiate themselves and transform their business, creating products that resonate with today's consumer."

CoolVisions® dyeable polypropylene fiber is a product of FiberVisions®, owned by Indorama Ventures Public Company Limited (IVL), a global producer of PET and PTA, based in Thailand. With 76 operating sites in 26 countries, IVL's vision is to be a world-class chemical company making great products for society. Guided by a continued focus on building strong and lasting relationships with all its stakeholders, and on providing the best quality products and services, IVL's success is the direct result of a committed workforce of more than 16,000 and clear company goals set by experienced management. IVL was recently listed in the Dow Jones Sustainability Index (DJSI), and ranked among top five of all global chemical companies.