



FiberVisions®



WHO WE ARE: FiberVisions, one of the world's largest producers of polyolefin staple fibers, continues to broaden its portfolio with the addition of new and differentiated products. The company's entrée into the apparel market has been successful with the introduction of CoolVisions®, the industry's first disperse dyeable polypropylene fiber. FiberVisions has four manufacturing facilities across three continents in North America, Europe, and Asia.

FiberVisions is owned by Indorama Ventures Public Company Limited a leading producer in the polyester value chain in Thailand with strong global network and manufacturing across Asia, Europe and North America. Its products serve major players in diversified end user markets, including food, beverages, personal and home care, health care, automobiles, textile, and industrial. IML's main products are PTA, PET and polyester fiber, which are distributed worldwide.

TO LEARN MORE

FiberVisions
3700 Crestwood Parkway, Suite 900, Duluth, GA 30096
800-241-0340
For further information about CoolVisions® dyeable polypropylene visit www.cool-visions.com

Or contact:
Susan McGreal
Global Sales & Marketing Manager CoolVisions®
Office: 636-936-0299
Cell: 636-578-8999
Email: susan.mcgreal@fibervisions.com

Studio E

CoolVisions®: Sustainable, Functional and Fashionable

While long known for exceptional functional qualities, polypropylene is now gaining prominence for its extraordinary sustainable properties. FiberVisions builds on this unique combination of high-functionality and eco-responsibility with CoolVisions®, the industry's first disperse dyeable polypropylene fiber.

The fiber manufacturing process of polypropylene has a low impact on the environment with no toxic waste, low emissions, fluorocarbons, or halogens. The environmental impact is also seen at the consumer level, with reduced energy use for drying of garments and high potential for recycling.

These qualities have been recognized by the Sustainable Apparel Coalition (SAC). The recently released HIGG index ranked polypropylene highest in a listing of sustainable materials. Polypropylene stacked up better than silk, leather, cotton, wool and bamboo rayon-viscose garnering the number one spot for greenest product.

According to Dr. Prashant Desai, Director Business Technology, "Of the major synthetic fibers, polyolefins are the only ones which begin as a co-product, with lower greenhouse gas emissions and lower energy use than other fiber resins. Polyolefin fibers are clean burning and have a very high calorific value when incinerated as part of a mixed waste stream, providing a high energy value for the amount of CO2 emitted during incineration."

CoolVisions® was awarded Oeko-Tex certification earlier this year.

CoolVisions®: Environmentally-Responsible Performance and Comfort

In today's challenging retail environment, CoolVisions® dyeable polypropylene delivers on many levels. CoolVisions® fibers feature technical attributes such as moisture management, durability, breathability, thermal insulation, easy care, and easy wear. CoolVisions® polypropylene fiber is among the lightest of all commercial fibers.

CoolVisions® outperforms all other fibers in low moisture absorption, providing the fastest drying garments in the industry. This characteristic is central to sustainability as surveys show that the biggest life-cycle impact can come for home laundering. Reduced dryer usage by consumers is a critical factor in increased product sustainability.

CoolVisions® also has great chemical and stain resistance compared with polyester and other fibers. This feature further contributes to a low carbon footprint as garments stay cleaner, longer without need for excessive washing and laundering.

CoolVisions® maintains all these intrinsic functional and sustainable benefits with the added quality of a soft, cottony hand that can be dyed in fashion colors.

"CoolVisions® dyeable polypropylene is truly a unique fiber that provides a multitude of benefits to the customer," says Susan McGreal, Global Sales & Marketing Manager.

CoolVisions®: Eco-friendly Innovation

FiberVisions continues to focus on new development. "We see a very competitive marketplace and it's one where innovation is very important.



Our goal is to create value through innovation,” says McGreal. For example, CoolVisions® Black was just introduced. The new product is for black only. CoolVisions® Black delivers a darker black and reduces dyestuff use. Two other products available include:

CoolVisions® Standard, for light and medium colors; and CoolVisions® Dark, for use with dark colors other than black.

Taiwanese spinner, Far Eastern, has been successful in spinning MVS (Murata Vortex Spinning) yarns. This new development has several key benefits including increased tenacity and improved evenness as well as enhanced smoothness of knit.

Singtex combines CoolVisions® with SCafe®, Sorona® Tencel® and recycled polyester for products that achieve high levels of sustainability



with comfort and performance.

Other new developments and partners include: CoolVisions® and Global Merino for Merino wool product; Sue’s and Ecoinn for stretch knits and Grandtek for lightweight knits for cycling;

beautiful, fine wovens for sportswear from Her Min; colorful shirtings and flannels by Chia Her and Everest; and innovative compression product from Jasper (Ta Lai).

New denims take advantage of CoolVisions® for enhanced performance. Mill partners for denim development include Delicasy, Her Min, Da Kong and Bafang in China.

American resources Beal Manufacturing, and Patrick Yarns, also partner with CoolVisions® for Murata Air Jet Spinning and Ring Spinning, respectively.

CoolVisions®: Focus on Eco and Program Development

CoolVisions® primary markets are athletic and outdoor apparel markets and new program development is now underway by some of the world’s most prestigious outdoor/activewear brands.

CoolVisions® polypropylene fibers provide better insulation than all other fibers and have excellent toughness and abrasion resistance making this revolutionary fiber perfect for outdoor activities. Companies taking notice of CoolVisions® include: The North Face, Nike, Puma, Reebok, Orvis, Mountain Hardwear, Backcountry.com, 511 Tactical, Duluth Trading, Sport Hill, Terramar and Kathmandu.

CoolVisions® is also well suited for applications in fashion apparel, socks, hats, mattress toppers, travel pillows, and blankets.

Brands continue to realize the many benefits of program development with CoolVisions®. According to McGreal, CoolVisions® offers manufacturers lean production, faster cycle times and better margins. A wider range of colors including seasonal fashion colors are now available without having to purchase the large minimums required for specialty colors in solution-dyed product.

“Dyeable greige goods will facilitate significant improvement in production times and speed to market. The cost associated with inventory for low-volume, slow-moving and obsolete solution-dyed colors is eliminated,” says Paul McMichael, Director, Global Procurement and Business Development. ●

Lifecycle Perspective of Polyolefin Fibers

Fibers that make life better and minimize impact on the environment

