



Contact: Susan Lynn

Telephone: (636) 578-8999

E-mail: susan.lynn@fibervisions.com

FOR IMMEDIATE RELEASE

April 15, 2016

Urban Environments Call for Apparel with Style + Function

Make no mistake--performance textiles are here to stay. From millennial urbanites to boomer retirees, the performance benefits beloved by athletes and outdoor enthusiasts have become part and parcel of lifestyle apparel—reinterpreted with smart, sophisticated styling to meet the demands of fast-paced urban living.

Today's urbanite seeks apparel that balances form and function with fabrics that move moisture, provide year-round comfort, are light weight and packable, and have a sustainable profile. Textile mills and product developers are increasingly finding these characteristics in the 21st century polypropylene fiber, CoolVisions® dyeable polypropylene.

Unlike earlier versions of polypropylene fiber, which were limited by the necessity to solution dye at the spinning source; CoolVisions® works well with complementary fibers and dyes easily in fabric form, in the latest colors and patterns.

CoolVisions® dyeable polypropylene fibers are inherently soft, and among the lightest of all commercial fibers; yet provide excellent insulation. CoolVisions® outperforms all other fibers when it comes to moisture management, moving

moisture and drying quickly, to keep the wearer dry and comfortable. In addition, CoolVisions® polypropylene is durable, abrasion resistant, and resists stains and bleach.

As a result, apparel made with CoolVisions® has the potential for a longer life, and an excellent sustainability profile. The cradle-to-factory gate carbon

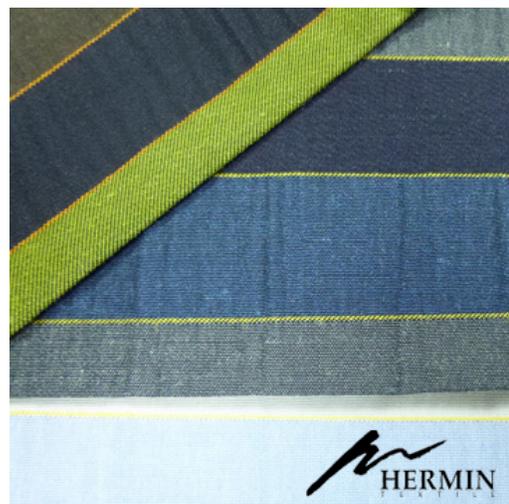


footprint of the CoolVisions® polymer is the lowest of all synthetic fibers.

Leading the way in today's urban apparel is performance denim; recent NPD data shows denim jeans with performance attributes winning back dollars that have been lost to athletic apparel. CoolVisions® dyeable polypropylene staple fiber has been chosen by Taiwan weaver Da Kong for its line of cotton-blend denims, including a Shanghai Innovation Award-winning 3.5 oz shirting weight.

"Most CoolVisions® denims use the polypropylene fiber in the fill, so while the denims look like regular denim, you get the same coverage at a lighter weight. Typically you end up with 30 to 35% polypropylene, enough to add a lot of performance attributes such as moisture management, thermal regulation, and abrasion resistance," explained Susan Lynn, CoolVisions® global marketing manager.

Taiwanese weaver HerMin selected CoolVisions® dyeable polypropylene staple fiber for its colorful spring patterns with a decidedly urban appeal. "The key trend we are highlighting is urban fashion, merging



fashion and light function with the newest yarn and finishing applications,” said HerMin marketing manager Courtney Cruzan.

“CoolVisions® polypropylene is ideal for sustainable, light weight fabrics and blends beautifully with various yarns,” she added. “We blend CoolVisions® with cotton, TransDRY® cotton, and nylon.”



CoolVisions®’ latest innovation is dyeable filament polypropylene with a cool, silky hand, under development at parent company Indorama Ventures Limited in their Rayong, Thailand facility. Mill partner Da Fon International has created a line of functional knits using 70/72 CoolVisions® dyeable polypropylene in combination with polyester and spandex.

Engineered with the quick-drying, highly breathable polypropylene fiber against the skin, the Da Fon fabrics will appear in Santo’s *Win-Fit* 2016 performance line.

“We’re seeing significant interest in CoolVisions® dyeable polypropylene fiber for year-round, lifestyle apparel,” commented Lynn. “With its inherent softness, easy dyeability, and performance attributes, it engenders the perfect fusion of smart fashion and function for urban dwellers, commuters, business travelers, and outdoor enthusiasts.”

CoolVisions® dyeable polypropylene fiber is a product of FiberVisions, owned by Indorama Ventures Public Company Limited, a global producer of PET and PTA, based in Thailand. With four manufacturing facilities across North America, Europe, and Asia, FiberVisions is one of the world’s largest producers of polyolefin staple fibers. For further information contact Susan Lynn, at susan.lynn@fibervisions.com or visit www.cool-visions.com.