

Press Information

25.02.2010

Oeko-Tex® and Textile Insight to Present “A Focus on Workwear” on March 12, 2010 in NYC

Greensboro, NC—February 25, 2010—The International Oeko-Tex® Association and Textile Insight will present “A Focus on Workwear”, the next installment in their popular “Insight on What’s Next” textile and apparel industry roundtable discussion series, in New York City on Friday, March 12, 2010, 12:00 noon-1:30 p.m. at the DuPont™ Corian® Design Studio, 49 W. 23rd St. between 5th and 6th Ave.

Representatives from leading companies in the protective apparel and workwear industry will share their opinions on current trends and the impact these developments will have on the future growth of the market. The panel will be moderated by Emily Walzer, Editor of Textile Insight, and will include the following industry insiders:

Charlie Siracusa, Director of North American Sales, Carhartt

Gary Zumstein, VP Sales and Marketing, Protective Segment, Glen Raven Technical Fabrics

Marc Kaufman, Founder and CEO, Old Toledo Brands

“The companies on this panel are innovators and leaders in the field of product performance and design,” says Sam Moore who represents the International Oeko-Tex® Association in the US. “We look forward to hearing their insights into innovation and their ideas for growth in the workwear market.”

Contact Dina Dunn at dina@blinkready.com or 336-471-5584 to attend the “A Focus on Workwear” event on Friday, March 12, 2010, 12:00 noon-1:30p.m. at The DuPont™ Corian® Design Studio, 49 W. 23rd St., New York, NY. Lunch will be served. Admission is complimentary for textile and apparel industry representatives and for members of the media.

About “Insight on What’s Next”

Developed by Textile Insight and Oeko-Tex®, the panel discussion series was introduced in early 2009 and has been well received by textile industry participants. To date, feature topics have included trends in sustainability, consumer behavior, textile technology, product design, merchandising trends, and emerging markets. The events are offered to industry executives and media representatives free of charge.

issued by

OEKO-TEX® Association
Secretariat
Gotthardstrasse 61
8027 Zürich
SWITZERLAND
Phone: +41 44 206 42 35
E-mail: info@oeko-tex.com

written by

OEKO-TEX® Zertifizierungsstelle GmbH
Kaiserstrasse 39
60329 Frankfurt
GERMANY
Phone: +49 71 43 271 723
E-mail: press@oeko-tex.com

