

Heimtextil 2009: Trevira Sets the Course for a Green Future

The Trevira GmbH (www.trevira.com) has the subject "sustainability" taken up in their communications measures and developed the Trevira "Passport to the Future", where the "Plus in Sustainability" of the products of the enterprise is explained. The idea of the "Plus" has been already been thematized in the new company brochure "Fibre+", stated Anke Vollenbröcker, Trevira GmbH Market Development/Branding + Promotion, Hattersheim near Frankfurt, on the press conference to the Heimtextil 2009.

With the production of Trevira CS, the brand for flame retardant fabrics, the eco-balance looks this way: no use of solvents, no use of compounds containing halogen or nitrogen, no dyestuff solutions require treatment at the spin dyeing stage, no use of synthetic resins and formaldehyde, no chemical finish required for flame retardancy, no additional finish necessary for easy-care properties.

The new brand for Trevira CS fabrics was presented by the Austrian textile company Backhausen interior textiles GmbH under the name "Returnity, the fabric of many lives" (www.returnity.at). With this innovation Backhausen transfers the Cradle to Cradle-concept to the textile sector. To each Trevira CS-„Returnity“ order a return pass is attached under which Backhausen guarantees to take back and recycle the materials when they are worn out. To implement the concept, Backhausen has turned to two partners: to EPEA, Hamburg, (www.epea.com), the research and consultancy institute and to Trevira The Fibre Company.

Trevira presents at Heimtextil 2009 the Special Showcase "Urban Landscape" in Hall 3.1, focussing strongly on the growing segment contract textiles. The fabrics were selected according to a color concept by Anja Greger, designer of the enterprise. 35 Trevira CS customers have participated with a substantial range of Trevira CS upholstery- and decorative materials at this special exhibition. Furthermore they are involved again as sponsor in the "Young Contract Creations Award 2009: Upholstery".

According to Trevira-CEO Uwe Wöhner the business climate in Europe has set the company in the fourth quarter before big challenges, after a good start in January 2008, especially because of a strong decline in sales in the automotive area and with products for clothing. "However, we have already begun to do our homework, so that we're able to deal with this situation and to secure the position of our company as leading manufacturer of polyester specialities in the long run". The business with flame retardant fibers and yarns could be held nearly constant despite the difficult market conditions in 2008 (growth in the US and Turkey). Trevira has intensified their measures to advance the cost- and production structure. To do justice to the current market situations in a short time they are planning an adaption of the production capacities for December/ January.

Despite an austerity program and restructuring measures the Trevira CS marketing provisions are running in top gear. The Trevira Bioactive as well as the Eastern Europe team will accelerate their activities. The coopera-

tion with partners in Japan, China, Gulf-Region will be intensified.

The Trevira GmbH had in 2007 a sales of 353 Mill EUR at an export share of 60 percent. Since 2004 the enterprise belongs to the Indian Reliance Group, Mumbai, the worldwide biggest producer of polyester. Trevira is globally seen, with 1,900 employees, the only provider who offers the whole range of polyester products from polymer to dyed textured yarn. The parent plant in Bobingen is the enterprise's headquarters (production of staple fibers and flat filament yarns, textile technical

school, research and development). In Guben filament specialities are being produced. Furthermore are there plants in Quevaucamps (Belgium), Silkeborg (Danmark) and since June 2006 in Zielona Gora (Poland) – manufacturing of high-quality textured yarns for the hometextile- and automotive industry, a location growing rapidly. More than half of the fibers and filament yarns of the Trevira program are younger than five years.

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