



Asahi Kasei Advance champions sustainability at ISPO 2020 with ECOSENSOR™: a true New Eco High-Tech Force of Nature

ISPO - January 26th -29th, Munich, Germany: Booth B4.430 BN05

At ISPO, AKA – Asahi Kasei Advance keeps the planet fit and healthy at the same time. The cutting edge department of global material innovator Asahi Kasei, unveils ECOSENSOR™, the cutting-edge fabric collection boosting responsible innovation with a “New Eco High-tech Force of Nature” new generation of performance.

Harnessing AKA expertise in yarning a smarter future, the new range focuses on sportswear, urban and athleisure fabrics. *“At ISPO we launch the energetic protein fitting perfectly in textiles for clothes with an active imprint, comfort touch and smooth style. From-yarn-to-dyeing and along the whole supply chain, the collection is 100% traceable.”* Says Nishizawa Akira, President & Representative Director Asahi Kasei Advance corporation.

Such goals were scored thanks to the renown expertise of Research & Development and energized by constantly and strictly controlled processes that aim to save energy, water and Green House gases emissions. The result is a high-performative collection combining maximum comfort with durability and stretch-ability.

With ECOSENSOR™, Asahi Kasei Advance truly innovates at ISPO as the very first producers choosing the high-performance path with sustainable values. *“Like a truly complete athlete, ECOSENSOR™ wins both during the sprint and all along its performance. It’s outstanding light & stretch features match durability.”*

Indeed, the flexible and multitasking range is the high-tech solution for sportswear, outerwear and beyond. The collection embraces the casual and sporty mood of active urban surfers as well as that easy-to-wear attitude for a relaxing free-time at home.

Excellent stretch and high-performative features match the adventurous temperament of extreme explorers, while durability and resistance are the key features to weave fabrics for outdoor activities.

The target of ECOSENSOR™ by Asahi Kasei is to push at maximum the choice towards bluesign® approved and Standard 100 by OEKO-TEX® certified ingredients and production processes, and GRS (Global Recycled Standard) for recycled ingredients, showing the path to sustainability.

Working with the best like-minded apparel partners, AKA has achieved unsurpassed active climate control materials. The unique high-tech and low-impact functionality has been designed to make a real, sustainable difference a better future.

For further information please contact:

GB Network

press@gbnetwork.eu

tel. +39 0276018402