

TINTEX' brings Naturally Advanced Solutions and presents "THE BLUE LAB" exclusive water saving initiative with Drip by Drip at Munich Fabric Start

January 29th- January 31st, 2019 – Hall H3 Booth D22

Do not miss the perfect opportunity to experience the new **Naturally Advanced** solutions by **TINTEX Textiles**. A great chance to touch and feel, that is also the best way to get to know something more on the wide range of fabrics that embody responsible innovation and creativity. Smart ingredients take the lead being enhanced by the unique TINTEX's dyeing and finishing expertise. The seasonal collection that fuses science and innovation, leading the way towards a more conscious evolution is to be presented at Munich Fabric Start.

TINTEX, driven by its strong DNA toward responsible innovation, take the chance to be at Munich Fabric Start to introduce a brand new project who has born in Germany and is now flying at international level thanks to a group of pioneers key players who are implementing it .

A unique initiative called **THE BLUE LAB**, created by the NGO Drip by Drip aimed at developing alternative textile solutions with the lowest possible water footprint, in collaboration with a network of participants. Among the key partners, Lenzing that provides the fibers, Tearfil supplying the yarn, TINTEX realizing the fabrics, Blue Ben creating the garments, Montebelo that works closely with brands, organizations and manufacturers to create responsible fashion products and with Agroho the non-profit organization that is working for marginalized communities in Bangladesh.



*THE BLUE LAB fabric by TINTEX Textiles 85% TENCEL™ Modal,
15% Hemp*

The connection between fashion consumption and water resources is a key fact, and it has been the premise for the creation of world's first saving water fabrics. A range of 5 amazing water-efficient innovations, whose production is using between 443 and 965 liters per kg, while the amount of water needed to produce 1 kg of conventional cotton fabric ranges from 7,000 to 29,000 liters per kg. We are talking about water savings of up to 90%, achieved starting from the cultivation of raw materials such as as well as in the fabric dyeing process and of course through water recycling.

This fabric collection has been developed using the following key smart fibers: **TENCEL™ Lyocell, Modal, hemp** and **ROICA™ V550**, the sustainable premium stretch fiber from Asahi Kasei, a Cradle to Cradle Certified™ Gold Level for Material Health product and ingredients certified yarn evaluated throughout the supply chain for lower impact on human and environmental health This yarn can also boast the Hohenstein Environment Compatibility Certificate as it proudly breaks down without releasing harmful substances.

Blue Lab fabrics can be purchased directly from the manufacturer and 10% of their sales go to our wastewater projects in Bangladesh.



Time to focus on another player of this project, the German activist brand Blue Ben who has used THE BLUE LAB water efficient fabrics by TINTEX to realize “**THE BLUE SWEATER**”, a unisex sweater, crew-neck, loose-fit, with a unique branding dedicated to Bangladesh, the second largest exporter of garments suffering from severe water crises. Part of the sales is devoted to the reparations and the clean up of the wastewater plants in Bangladesh. Together with DRIP BY DRIP, the world’s first NGO founded to tackle the water issues in the fashion and textile industry and their expert partners in Bangladesh, they seek to find and build solutions to clean and filter ground, surface and waste water.

Last but not least, on March 22nd, celebrating World Water Day 2018, join Drip by Drip in Berlin for the initiative *FASHION FOR WATER*, key players of the industry will address the topic of water consumption within the fashion and textile industries working to define a more balanced water distribution within developed and developing countries.

Stay tuned for upcoming news, something exciting is getting shape at TINTEX!

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ABOUT TINTEX TEXTILES, S.A.: Founded in the Porto region in 1998, **TINTEX** has become a leading contemporary fabrics innovation maker of Naturally Advanced, smart and responsibly crafted jersey fabrics designed to activate the contemporary fashion, sports and lingerie markets. **TINTEX** amplifies and grows an eco-sustainable strategy for all its production, investments and fabric innovations, and spread this message of change, best practice and influence throughout the contemporary textiles fashion system **TINTEX** DNA for better, smarter eco-materials with new levels of performance and hi-tech smarts. This is thanks to a first class expertise in people combined with specialist dyeing and finishing techniques, coatings and applications that use the latest research, equipment and processes to deliver it. **TINTEX** is making Naturally Advanced and dynamic product where trust, values, skills and smart manufacture is delivered through precision creativity and flexibility to its customers looking to make naturally better choices.

TINTEX is also partner C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy)

C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy) - Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.