



**At MarediModa, ROICA™'s ultimate smart yarns stretch toward a more sustainable future through partners ranges**  
*November 5-7, - Palais de Festivals, Boulevard de la Croisette, Cannes, France.*

November 2019 - Next summer, whether you plan to sun-bathe by the pool, swim in the ocean, or jog along palm-trees boulevards, there's no reason why you shouldn't do it sustainably. Starting from what you wear. **ROICA Eco-Smart™ family**, the multi-certified collection of premium stretch fiber ROICA™ brings, through partners innovations, sustainability and cutting-edge performance at MarediModa, the international fair dedicated to fabrics and accessories for the beachwear, underwear and 'athleisure' sectors.

Discover the unbeatable collections of our premium partners that revolutionize the premium stretch market at the following Maredimoda Exhibitors: *Eusebio, Iluna Group, Maglificio Ripa, MG2, Payen, Piave Maïtex, Sofileta and Tessitura Colombo Antonio.*



*Smart laces by Iluna Group*

"Our ROICA™ provides outstanding stretch performances for high-competition sportswear; its power control and durable resistance adds quality to swimwear while its high-tech imprint empowers underwear and lingerie. Our **ROICA Eco-Smart™ family** has been engineered to protect both the skin and the environment. Because sustainability must be a commitment all year round." says Shinichiro Haga, Senior Executive Manager of ROICA™ Division, a company owned by global material innovator Asahi Kasei.

The new collection comprises two responsibly made yarns. Made with 58% of pre-consumer recycled content, the ROICA™ EF comes with **the Global Recycled Standard - GRS - certification** by the influential Textile Exchange, one of the most known and recognized global players in the market.

As proved by Hohenstein Environmental Compatibility certification, the ROICA™ V550 was engineered to smartly breaks down without releasing harmful substances in the testing environment at its end-of-life. The yarn offers additional and relevant circular economy advantages linked to material health as proved by **a Gold Level Material Health Certificate by the Cradle to Cradle Product Innovation Institute** for a safe and biological end of life cycle.

Thanks to such responsible properties, **ROICA Eco-Smart™ family** allows producers to become an integrant and proactive part of the innovation process without renouncing to high-performative features.

***Discover ROICA Eco-Smart™ family.  
The Unique Premium Stretch Fiber  
Committed To Making a Better World.***

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