

**MEDIA PLANNER 2025**

**TEXTILE INSIGHT<sup>®</sup>**

***Formula4Media<sup>®</sup>***

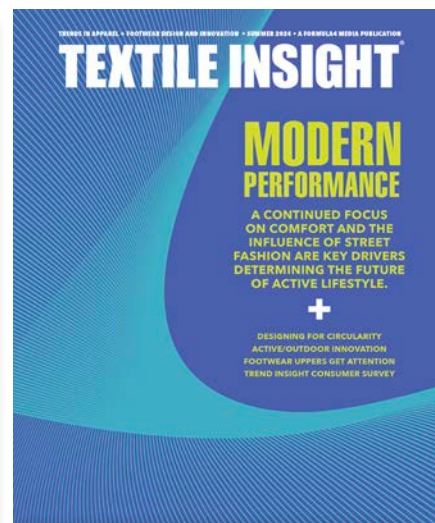
**Textile Insight** is a Formula4Media publication designed to serve members of the performance textile industry throughout the entire supply chain. With an eye on innovation, and focus on active apparel and footwear, our skilled editorial team provides corporate executives, material developers and designers information and expert commentary needed to succeed in today's competitive textile business.



WINTER



SPRING



SUMMER



FALL



EDITORIAL FEATURES

**IN THE MARKET | 2022 TRENDS**  
Read about Organic, Resilient, Eco-Friendly & Color-Centric By Emily White

### Hot Topics

**Democratize Design**  
The textile industry is seeing a shift in how design is created and distributed. With the rise of digital tools and platforms, more designers are able to create and sell their designs directly to consumers, bypassing traditional intermediaries.

**Create Fashion Tech**  
The integration of technology into fashion is creating new opportunities for innovation. From smart fabrics to digital fashion, the industry is exploring ways to enhance the consumer experience and improve production efficiency.

**Phase Positive Packaging**  
Sustainable packaging is becoming a key differentiator for brands. Consumers are increasingly aware of the environmental impact of packaging, leading to a demand for more eco-friendly and biodegradable options.

**Color-Centric Design**  
Color is becoming a major focus in textile design. Brands are exploring a wider range of color palettes and textures, driven by a desire for more expressive and personalized clothing.

**RESEARCH | COLOR-CENTRIC PACKAGING**  
How Color-Centric Packaging Can Drive Growth By Emily White

### Commercialize, Capture & Transform

The textile industry is seeing a shift in how design is created and distributed. With the rise of digital tools and platforms, more designers are able to create and sell their designs directly to consumers, bypassing traditional intermediaries.

Commercializing design is a key step in the process. Brands need to find ways to protect their intellectual property and ensure that their designs are being used in the most effective way possible.

Capturing value is another important aspect. Brands need to find ways to monetize their designs and ensure that they are getting the most out of their investments.

Transforming the design process is the final step. Brands need to find ways to streamline their workflows and improve their efficiency, allowing them to bring their designs to market faster and at a lower cost.

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**IN THE MARKET | VOICES**  
Do Plants Have the Wrong Say in the Greater Economy?

### Charles Ross Gets to the Core of "CE"

Charles Ross is a leading voice in the textile industry, and his insights are invaluable. In this feature, he discusses the challenges facing the industry and offers his perspective on the future.

Ross emphasizes the importance of innovation and collaboration in the industry. He believes that the only way to succeed in a competitive market is to constantly evolve and adapt to changing circumstances.

He also discusses the role of technology in the industry, highlighting the potential of digital tools and platforms to improve efficiency and reduce costs.

Ross concludes by offering his thoughts on the future of the industry, expressing optimism about the potential for growth and innovation in the years ahead.

**RESEARCH | EDUCATION**  
Education: Where Can We Find Growth?

### Creating Hybrid Materials

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INDUSTRY BUZZ

TECH

VOICES

EDUCATION

**STRATEGIES | INSIGHTS**  
How to Grow Your Business in a Competitive Market By Emily White

### Cultivating Fresh Ideas

Innovation is the key to long-term success in the textile industry. Brands need to find ways to differentiate themselves from their competitors and create a unique value proposition.

One way to do this is by cultivating fresh ideas. Brands should encourage their employees to think creatively and come up with new ideas for products, services, and marketing campaigns.

Another way is by investing in research and development. Brands should explore new technologies and materials, and find ways to improve their production processes.

Finally, brands should focus on building strong relationships with their customers. By understanding their needs and preferences, brands can create products and services that truly resonate with their target audience.

**RESEARCH | SUPPLY CHAIN**  
Supply Chain: Overcoming Challenges in a Global Economy By Emily White

### Turning Problems into Possibilities

The textile industry is facing significant challenges in its supply chain, from rising costs to logistical issues. However, there are ways to overcome these challenges and turn them into opportunities.

One way is by diversifying the supply chain. Brands should explore new sources of raw materials and find ways to reduce their reliance on a single source.

Another way is by improving supply chain visibility. Brands should invest in digital tools and platforms that allow them to track their supply chain in real-time and identify potential issues before they become a problem.

Finally, brands should focus on building strong relationships with their suppliers. By working closely together, brands and suppliers can find ways to improve efficiency and reduce costs.

**RESEARCH | MADE IN AMERICA**  
Made in America: Supporting Domestic Manufacturing By Emily White

### Solutions for Today & Tomorrow

Supporting domestic manufacturing is a key goal for many brands in the textile industry. There are several ways to do this, from sourcing raw materials to investing in local production facilities.

One way is by sourcing raw materials from domestic suppliers. This can help to reduce costs and support the local economy.

Another way is by investing in local production facilities. Brands can explore ways to improve their production processes and reduce their reliance on overseas manufacturing.

Finally, brands should focus on building strong relationships with their local suppliers and manufacturers. By working closely together, brands can find ways to improve efficiency and reduce costs.

**OUT OF CONTEXT**  
Retail: Adapting to Changing Consumer Behavior By Emily White

### Sip and Shop Retail

The retail industry is seeing a shift in how consumers behave. Brands need to find ways to adapt to these changes and create a more engaging and personalized shopping experience.

One way to do this is by offering a variety of products and services. Brands should explore ways to expand their product lines and offer more options to their customers.

Another way is by investing in digital marketing and advertising. Brands should use digital tools and platforms to reach their target audience and drive traffic to their stores.

Finally, brands should focus on building strong relationships with their customers. By understanding their needs and preferences, brands can create a more personalized and engaging shopping experience.

STRATEGIES

SUPPLY CHAIN

MADE IN AMERICA

OUT OF CONTEXT

# IN THE STUDIO: DESIGN INFLUENCERS

The force behind what's new and exciting in today's marketplace.

### IN THE STUDIO | BACKPACKS

Outdoor Brands Showcase Backpacks Made with Sustainable Materials that Stand Out from the Crowd. By Suzanne Becker

## Leading the Pack

**W**hen it comes to backpacks, there are many brands to choose from. But one brand is leading the pack: Patagonia. The brand's commitment to sustainability and quality has made it a favorite among outdoor enthusiasts and eco-conscious consumers alike. Patagonia's backpacks are not only functional and durable, but they are also made from recycled materials and are designed to last for years to come.

Patagonia's commitment to sustainability is a key differentiator in a market where many brands are still using virgin materials. The brand's use of recycled polyester and nylon for its backpacks is a significant step towards reducing its carbon footprint. Additionally, Patagonia's commitment to fair trade and ethical labor practices is another key factor in its success.

Patagonia's backpacks are also designed to be functional and durable. The brand's use of high-quality materials and construction techniques ensures that its backpacks can withstand the rigors of outdoor use. Patagonia's commitment to sustainability and quality has made it a leader in the backpack market, and it is likely to continue to lead the pack for years to come.

**Other Brands:** The brand's commitment to sustainability and quality is a key differentiator in a market where many brands are still using virgin materials. The brand's use of recycled polyester and nylon for its backpacks is a significant step towards reducing its carbon footprint. Additionally, Patagonia's commitment to fair trade and ethical labor practices is another key factor in its success.

**Image:** A group of hikers with large backpacks on a trail.

### IN THE STUDIO | UP AND COMING

Entrepreneurs Share with Existing Ideas at an Opportunity Hour. By Suzanne Becker

## Incubator Innovators

**I**f you have an innovative product idea, you're not alone. Many entrepreneurs are looking for ways to bring their ideas to life. Incubators and accelerators provide a supportive environment for startups, offering mentorship, resources, and access to networks. These organizations can help entrepreneurs navigate the challenges of starting a business and increase their chances of success.

Incubators typically provide a shared workspace, office equipment, and administrative support. They also offer mentorship from experienced entrepreneurs and access to a network of investors and potential customers. Accelerators, on the other hand, focus on providing startups with the resources and mentorship needed to scale their businesses quickly. They often offer seed funding and help startups develop business plans and pitch decks.

For entrepreneurs looking for an incubator or accelerator, it's important to do your research. Look for organizations that have a strong track record of supporting successful startups. Consider the type of support and resources you need, and reach out to the organizations to learn more about their programs.

**Image:** A woman standing next to a bicycle in a workshop or office setting.

### DESIGN / SUSTAINABILITY

Accessories Take Center Stage with Innovative Sustainable Materials. By Suzanne Becker

## GEAR GETS GREEN

**W**ith a focus on sustainability, the accessories market is seeing a surge in eco-friendly products. Brands are using innovative materials like recycled polyester, organic cotton, and bamboo to create stylish and functional accessories. These products are not only better for the environment, but they are also often more durable and long-lasting.

The accessories market is also seeing a shift towards more functional and practical designs. Consumers are looking for accessories that can help them stay organized and on top of their lives. This has led to the popularity of items like multi-pocketed wallets, keychains, and travel kits.

Brands are also using innovative materials to create accessories that are both stylish and functional. For example, some brands are using recycled polyester to create wallets and keychains that are both durable and eco-friendly. Other brands are using organic cotton to create t-shirts and tank tops that are soft and comfortable.

The accessories market is a growing and exciting space, and it is likely to continue to grow in the years ahead. As consumers become more conscious of their purchasing decisions, they will continue to demand more sustainable and functional accessories.

**Image:** A woman wearing a white tank top and shorts, sitting on the ground.

### IN THE STUDIO | CROSS-FUNCTIONAL FABRICS

How Brands are Combining Climate Comfort with Style & Solutions. By Suzanne Becker

## Weather Report

**I**n an era of extreme weather, consumers are looking for clothing that can protect them from the elements while still being stylish and comfortable. Brands are responding to this demand by creating cross-functional fabrics that offer a range of benefits, from moisture-wicking and breathability to UV protection and durability.

Cross-functional fabrics are designed to perform in a variety of conditions, making them ideal for outdoor activities and travel. These fabrics often feature advanced technologies like moisture-wicking fibers, UV inhibitors, and durable finishes. They are also designed to be comfortable and easy to care for, making them a practical choice for everyday wear.

Brands are also using cross-functional fabrics to create clothing that is both stylish and functional. For example, some brands are using moisture-wicking fabrics to create athletic wear that is both comfortable and performance-oriented. Other brands are using UV-protective fabrics to create swimwear and beachwear that is both stylish and protective.

The use of cross-functional fabrics is a key trend in the apparel industry, and it is likely to continue to grow in the years ahead. As consumers become more conscious of their purchasing decisions, they will continue to demand more functional and protective clothing.

**Image:** A person wearing a red jacket and a blue hat, standing in a field.



# SUSTAINABILITY

Environmental responsibility is driving positive change all along the textile supply chain. Investment in new eco-efficient technologies is a high priority within the industry, and corporate cultures are dedicating more time and energy to broadening, diversifying and strengthening a commitment to sustainable practices.

**TEXTILE INSIGHT**  
**ECO-VISION**

LOOKING TO THE FUTURE OF TEXTILES THROUGH A GREEN LENS

WELCOME CIRCULAR ECONOMY TAKE, MAKE & REUSE  
+ CLIMATE CONSCIOUS TECH  
+ CARBON NEUTRAL FOOTWEAR  
+ SUPPLY CHAIN BREAKTHROUGHS  
+ ECO TRENDSETTERS

TECH | OCEAN PLASTICS  
An Industry-Wide Search for Solutions to the Problem of Microfiber Shedding by Dana Coats

## CLOSING THE LOOP ON OCEAN WASTE

Plastic pollution in our oceans has become the hot topic in sustainability circles, and the textile industry is just beginning to realize that we own a portion of the blame. The stats are mind-boggling. **The Great Pacific Garbage Patch**, off the coast of California, is estimated to be a 700,000 sq. kilometer mass. But while natural materials decompose, plastic — synthetic materials — break down into smaller and smaller pieces that sink into the ocean depths.

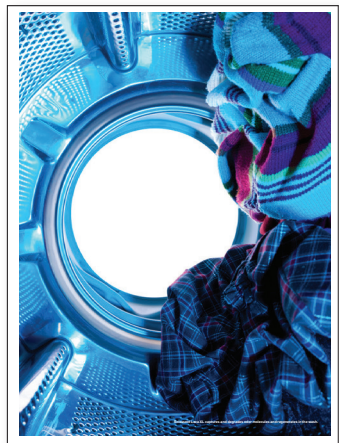
**Microfiber Shedding**  
Microfiber shedding is a significant environmental concern. It is estimated that the average person sheds about 170,000 fibers every day. These fibers, which are made of synthetic materials like polyester and nylon, do not biodegrade and can persist in the environment for hundreds of years. They can be found in water bodies, soil, and even in the air we breathe.

**Microfiber in the Ocean**  
Microfiber pollution in the ocean is a growing concern. It is estimated that there are 5.3 trillion pieces of microfiber in the ocean. These fibers can be ingested by marine life, leading to health problems and even death. They can also break down into smaller particles that are even more difficult to clean up.

**Microfiber in the Air**  
Microfiber pollution in the air is also a growing concern. It is estimated that there are 150 billion pieces of microfiber in the air. These fibers can be inhaled, leading to respiratory problems and other health issues. They can also settle on surfaces, where they can be easily transferred to other surfaces.

**Microfiber in Food**  
Microfiber pollution in food is a growing concern. It is estimated that there are 193 billion pieces of microfiber in food. These fibers can be ingested, leading to health problems and other issues. They can also be found in drinking water, where they can be consumed.

**Microfiber in Water**  
Microfiber pollution in water is a growing concern. It is estimated that there are 1.9 trillion pieces of microfiber in water. These fibers can be ingested by aquatic life, leading to health problems and other issues. They can also be found in tap water, where they can be consumed.



TECHNOLOGY | INNOVATION

## Planet-Saving Solutions

How Sustainability is Driving Today's Disruptive Textile Technologies. By Debra Cobb

**F**iber is everywhere. It's in the clothes we wear, the furniture we sit on, and the cars we drive. But what if we could make fiber that's better for the planet? That's the goal of a new generation of textile technologies. These innovations are designed to reduce the environmental impact of fiber production, from the raw materials used to the energy consumed in the manufacturing process. They're also designed to be more durable, so they last longer and don't need to be replaced as often. These technologies are being developed by a variety of companies, including startups and established industry players. They're all working to create a more sustainable future for the textile industry.

**Science's Love XL usage zoelites, substances from volcanic ash.**  
Perfume Innovation

**Building Automation**

Taking Eco Performance & Technologies to the Next Level

## A Deeper Shade of Green

By Emily Walter | Sustainability has a new narrative. Talk is about expanding eco in big textile ways, and weaving sustainability through a wider, more diverse lens. Central to this emerging story is today's steep change in eco performance, and how suppliers are making responsive efforts to advance environmentally responsible facilities with a focus on green chemistry, resource efficient manufacturing and an increasingly transparent supply chain.

**Green Chemistry**  
Green chemistry is a branch of chemistry that focuses on the design of products and processes that minimize the use of hazardous substances. It aims to reduce the environmental impact of chemical processes by using safer raw materials, reducing waste, and using renewable energy sources.

**Resource Efficient Manufacturing**  
Resource efficient manufacturing is a process that aims to reduce the amount of raw materials and energy used in the production of goods. This is achieved through a variety of techniques, including recycling, reusing materials, and using energy-efficient equipment.

**Transparent Supply Chain**  
A transparent supply chain is one in which all the steps of the production process are visible to the consumer. This allows consumers to make more informed choices about the products they buy, and it helps to build trust between consumers and suppliers.



ENVIRONMENTAL | WASHING

The Good, the Bad, and the Ugly of Green Washing. By Emily Walter

## Making an Impact

**R**eco-friendly claims are everywhere. From "eco-friendly" to "green" to "sustainable," these terms are used to describe a wide range of products and services. But what do they really mean? And how can consumers tell if a claim is true? This is a complex question, and one that is becoming increasingly important as consumers become more aware of the environmental impact of their purchases. This article explores the challenges of green washing and offers some tips for how to make more informed choices.

**Green Washing**  
Green washing is the practice of making false or misleading claims about the environmental friendliness of a product or service. This can be done in a variety of ways, including using vague or ambiguous language, omitting important information, or using misleading images or graphics.

**How to Avoid Green Washing**  
There are several things consumers can do to avoid green washing. First, they should look for credible sources of information, such as independent organizations or government agencies. They should also look for specific, measurable claims, rather than vague or general statements. Finally, they should be skeptical of any claims that seem too good to be true.

**W**hat is a sustainable product? It's a product that is designed, produced, and disposed of in a way that minimizes its impact on the environment. This is a complex question, and one that is becoming increasingly important as consumers become more aware of the environmental impact of their purchases. This article explores the challenges of sustainable products and offers some tips for how to make more informed choices.

**Sustainable Products**  
Sustainable products are those that are designed, produced, and disposed of in a way that minimizes their impact on the environment. This can be achieved through a variety of techniques, including using renewable materials, reducing waste, and using energy-efficient processes.

**How to Choose Sustainable Products**  
There are several things consumers can do to choose sustainable products. First, they should look for credible sources of information, such as independent organizations or government agencies. They should also look for specific, measurable claims, rather than vague or general statements. Finally, they should be skeptical of any claims that seem too good to be true.

INSIGHT ON SUSTAINABILITY

SPONSORED CONTENT

Participating companies will be featured in two-page advertorial spreads that will be edited with you, detailing your company's new products, key partnerships, and eco marketing strategies. Advertisers will have final approval on advertorial spread. Rate includes all copy, layout and space. Any corporate graphics, logos or pictures need to be supplied. **Fall Issue.**

**INSIGHT ON SUSTAINABILITY**

### A New Dimension In Drying Technology

**Who We Are**  
 NextGen Innovations Inc. is a technology company focused on pioneering development of advanced textiles. We invent new fabric solutions that meet the performance, comfort and environmental responsibility demands of today's active consumers.

We see opportunity in a dynamic marketplace driven by consistency, shifting and evolving needs, needs and technologies, the three on the unexpected and the unrealized. Our collaborative approach enables us to accelerate the textile development process – from concept to commercialization – for brands as well as manufacturers.

We endeavor to create solutions that merit nature and reduce our impact on this Earth. Our products and processes help users enjoy the planet as much as we do. We're active consumers. We put our gear through the ringer in pursuit of our passions. We enjoy life and we don't have time for limitations or constraints. Our passion defines us.

**Learn More**  
 781.911.4100 ext. 303  
 48 Floor Atlanta, GA 30308  
 info@nextgen.com

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**TurboDry** is an innovative fabric technology that utilizes biomimicry to move moisture in one direction, away from the skin, to keep active users drier and more comfortable than regular wicking materials.

Consumers search for the word "wicking" on almost all performance apparel but despite how ubiquitous this term is, few understand what it actually means. In fact, most materials developers and designers are sometimes guilty of throwing around "wicking" as a catch all descriptor for moisture movement.

In the below article, we explain what "wicking" is, what it is not, and where how "TurboDry" is allowing moisture management to happen by providing a new dimension in drying technology.

**Unique Performance – The New Dimension**  
 A steady state of clinging to the back or chest prevents wicking and quick dry properties, but the penetration remains trapped against the skin and most important in the body of water. Despite the speed of moisture across the fabric (known as "wicking") and measures the spread in distance, the end is often equally wet on the inside and outside. Wicking performance fails to emphasize the importance of dryness against skin and does not measure the speed of moisture through a fabric, only across it.

With TurboDry, however, the fabric construction acts like tree roots by absorbing the moisture into the fabric and pulling it to the outside, where it will then wick (spread across the surface) and dry. Described as "one-way moisture transport," this process, perfected in TurboDry fabrics, leaves wearers feeling drier and more comfortable. Once moisture is on the outside of the fabric, it exhibits superior wicking and quicker drying rates than similar fiber construction fabrics.

TurboDry is a patent-pending fabric development technique that utilizes proprietary part selection, fabric construction, and processing techniques that lead to permanent performance not reliant on the use of wicking chemicals.

**Durability**  
 Densifying materials is not regardless of weight. Fiber content, and market applications, is one of TurboDry's major sustainability initiatives. Durability is core to TurboDry as it is a permanent

technology that does not wash out and sets the duration of the garment. Extensive testing shows that many TurboDry fabrics improve in moisture management performance after wear. This holds true for wicking, dry time, and one-way moisture transport.

Our material development team is continually pursuing for better solutions for piling, snagging, recovery, and abrasion resistance – which equates to longer lasting garments.

Fit and on form is a form of world class athletic and ultra runners who have been seeing lasting garments made with our TurboDry fabrics. Their feedback has been instrumental in our improving upon TurboDry durability and performance.

**Responsibility**  
 While developing durable, performance fabrics without the reliance on added chemicals is the backbone of our environmental responsibility, we understand that our materials must have compatibility with sustainable fibers and carry certain industry certifications.

We continually seek out sustainability made fibers and many of our TurboDry fabrics are made with recycled materials. In addition, TurboDry is manufactured in a facility and Oeko-TEX Standard 100 certified mill.

**Adaptability**  
 We have the fortitude and unique ability to add a variety of functionality to our TurboDry fabrics to anticipate and meet consumer needs. We like to think of TurboDry as the Swiss Army knife in your moisture management toolkit.

A few of these added performance functions include warming, cooling, UV protection and durability that have lighter weight to heavier weight fabric construction to accommodate diverse applications and weather conditions. The beauty of TurboDry is that it can be applied to practically any fiber construction – natural, synthetic, recycled, bio-based and blends – thus meeting many diverse sustainable needs. We can also customize our technologies to brand specifications.

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**INSIGHT ON SUSTAINABILITY**

### Getting to the Heart of the Problem

Tackling the Textile Industry's Environmental Impact at the Source

The textile industry has received a resounding call to action – one that cannot be ignored. Recent reports, including The Green-Green Marketing Machine, painted a stark picture of the industry's contribution to emissions and environmental damage. Several industry leaders have committed to halving their emissions by 2030, while brands of all sizes are feeling consumer pressure to step up their eco-credentials.

Swedish technology brand Polytex™ is offering the textile industry practical ways to reduce its environmental footprint. Tackling a decades' historic problem, Polytex has moved to the heart of the issue, using their natural fabric treatments to offer both brands and consumers a forward-thinking solution. Embracing technologies that keep fabric smelling fresher for longer, Polytex is looking to revolutionize the way we view clothes, from consumables to garments.

Championing **Modell Living™**, Polytex wants to make durable garments of all material types readily accessible to consumers. If consumers are empowered to embrace this mindful approach, buying fewer clothes because their existing garments last longer, the textile industry can reduce the production phase and lessen its environmental impact.

"...consumers would need to purchase just three garments a year if the textile industry is to halve its emissions. Polytex offers the industry an effective strategy to encourage this," **The Pulse of Global Consumption in a 1st World report**

**The Story of a T-Shirt**  
 Polytex commissioned a lifecycle assessment (LCA), studying the environmental impact of a T-shirt across its lifespan. This evaluation compared a T-shirt treated with Polytex's StayFresh™ technology, an untreated one, and a T-shirt with Polytex's StayFresh™ technology that is washed only every other time.

The assessment illustrates that by halving the number of washes a T-shirt with Polytex StayFresh receives, versus its baseline, its environmental footprint is reduced by an impressive 24%.

Other factors contributing to the most significant stage of a T-shirt's life cycle, representing up to 65% of its environmental impact. The question is how to minimize this. Polytex is keen to work with textile brands to produce garments that consumers can wash less frequently. Clothes washed less often retain their quality for longer, reducing the need to replace them. Fewer purchases equate to less production, tackling the issue at the source.

**Who We Are**  
 With everything we do, we promise to create, inspire, and revolutionize in a more mindful life.

We encourage the extended and shared use of products and services, as well as robust and responsible consumer and product development to the benefit of our future generations.

**Learn More**  
 info@polytex.com  
 www.polytex.com  
 Polytex-northern-europe  
 Polytexusa@polytex.com

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**INSIGHT ON SUSTAINABILITY**

### Building Relationships

Montane has collaborated with premium global athletes, honoring their garments' durability and the sports and outdoor segments are key to the brand that Polytex will continue to develop. Sportswear is just through its veins, and it is sweeter than other garments. Many consumers benefit from each use, so the adoption of Polytex's technology after their consumers' purchase the number of washes between washes.

**Polytex's Modell Living™** offers outdoor brands and consumers wicking up spring, environmental and create game, it's about good garments that still smell fresh after one or even

Montane is more than to change that wicking fabric – especially if they are presented with the appropriate environmental education.

"Our technologies allow brands to create garments not only with longer lifespans, but with enhancements that add value for the consumer."

Ulrika Björk, CEO of Polytex

Montane is a brand synonymous with light-weight and breathable clothing gear equipment, launched in 2002 in the capital of the region, Innsbruck. 100% recycled polyester. The collection that incorporates

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A Special Advertising Section



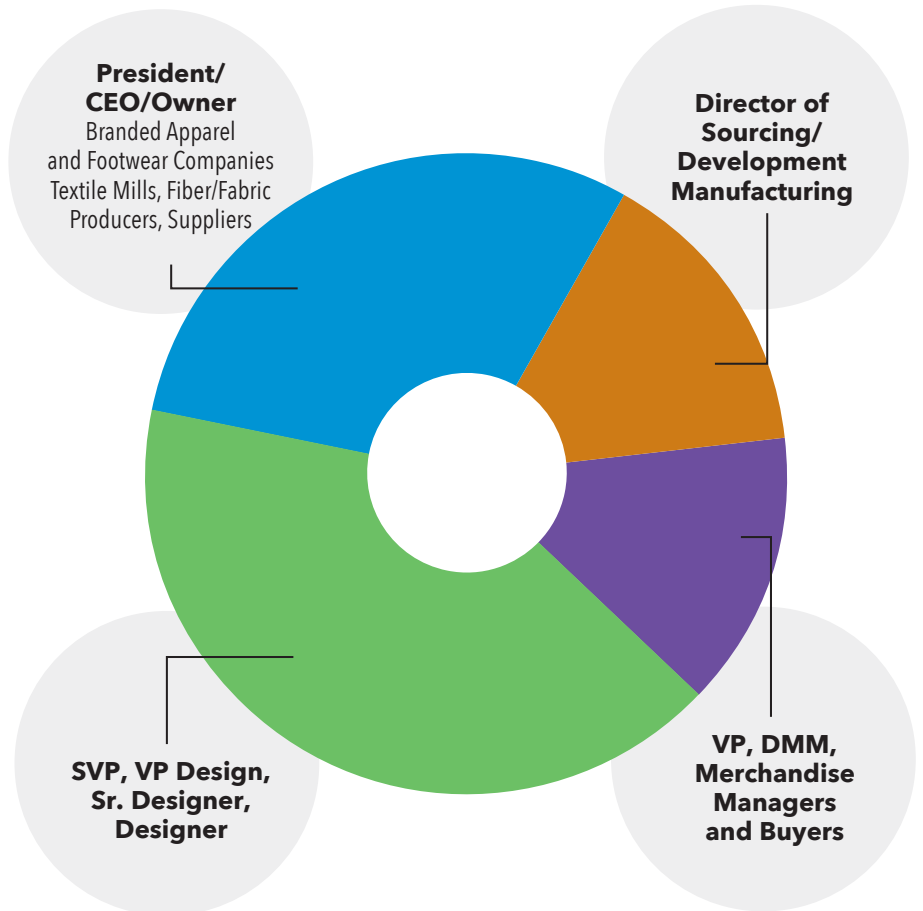




## 2025 EDITORIAL CALENDAR

ISSUE	FEATURES	SHOWS	
WINTER 2024 DIGITAL	<p><b>HOT TOPICS / MAIN TALKING POINTS</b></p> <p>Innovations in performance, lifestyle and eco define 2025.</p>	Performance Days - Munich	<p>Ad Close 01/27/25</p> <p>Mat Due 02/03/25</p>
SPRING 2024 PRINT + DIGITAL	<p><b>WASTE NOT</b></p> <p><b>The State of Textile Recycling</b></p> <p>The season ushers in cutting edge material and manufacturing developments with an eye on reducing textile waste.</p>	<p>Functional Fabric Fair Portland</p> <p>Powered by Performance Days</p> <p>OR Summer</p>	<p>Ad Close 03/14/25</p> <p>Mat Due 03/21/25</p>
SUMMER 2024 DIGITAL	<p><b>SPORT &amp; STYLE</b></p> <p><b>Feel Good Function</b></p> <p>Fashion, comfort and overall wellness are key drivers determining the future of active lifestyle performance.</p>	<p>Functional Fabric Fair New York</p> <p>Powered by Performance Days</p> <p>techtextil, NA</p>	<p>Ad Close 06/20/25</p> <p>Mat Due 06/27/25</p>
FALL 2024 PRINT + DIGITAL	<p><b>THE ENVIRONMENT</b></p> <p><b>A Lighter, Brighter Green</b></p> <p>Suppliers seek ways to scale sustainable materials and streamline processes in a quest to reduce carbon emissions within textiles.</p> <p><b>SECTION II: INSIGHT ON SUSTAINABILITY</b></p>	<p>Functional Fabric Fair Portland</p> <p>Powered by Performance Days</p> <p>OR Winter</p>	<p>Ad Close 10/10/25</p> <p>Mat Due 10/17/25</p>

**CIRCULATION:**  
 PRINT: 4,125+  
 DIGITAL: 2,675+



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