



Europe's polyester leader

ADVANS A Introduces its high-tech range of branded filling fibres and fabrics for bedding at Intertextile Shanghai Hometextiles

Shanghai, August 2009 - ADVANS A, Europe's leading manufacturer of polyester fibre and filament for home, apparel, and technical textiles, is expanding to the Asian market with its latest multifunctional, ecological and high-tech fibre innovations: ADVANS A Thermo°Cool™, Climarelle™ and Suprelle™. ADVANS A will debut with its technology in Asia at Intertextile Shanghai Hometextiles in China, August 25 - 27 in Hall W2, W2A21.

ADVANS A combines excellent technology with a thorough understanding of the consumers' wants and needs. This approach results in meaningful, innovative products, which were launched successfully in the current European, Middle Eastern and African Markets, and also made their debut in the United States as well as in Asia. Besides the high brand and quality recognition by Asian end users, the large variation in temperatures and high humidity in Asia are further key factors for the appreciation of ADVANS A's functional products.

"The Asian market has a generally high awareness and appreciation of European brands and quality in hometextiles. Therefore, ADVANS A responds with its latest polyester technology to the expanding demand for innovative new ranges of branded filling fibres and fabrics." comments David Bayliss of ADVANS A

"With cutting edge functionality and outstanding marketing support, our branded products Suprelle™, Climarelle™ and ADVANS A Thermo°Cool™, perform to the most stringent expectations and offer a true performance advantage to the consumers," adds David Bayliss.

Suprelle™'s outstanding micro fibre technology has been designed to match the unique characteristics of real down. It offers an excellent thermal insulation in duvets and soft, supportive comfort in pillows, with its ability to return to its original shape. The unique softness of Suprelle™ comes from its ultra fine and short fibres and allows a perfect balance between comfort and technical performance. The brand is also available in an anti-microbial version: **Suprelle™ Ultra** with built-in resistance to bacteria, fungi and dust-mites. **Suprelle™ Fresh** in a blend with TENCEL provides excellent moisture management and enhanced microclimate.

Climarelle™ is a high-tech brand bringing thermo-regulation to the complete range of bedding, sleeping bags and insulated apparel. The Phase Change Material (mPCM) microcapsules integrated within the Climarelle™ become fluid with a cooling effect when temperature is higher than ideal. When body temperature falls again, the microcapsules change phase from liquid to solid, releasing heat energy to the body and helping it to keep warm despite lower temperatures. Thus, thermo-regulating microcapsules store warmth actively and release it only when necessary, providing a balanced sleeping temperature all night long.

ADVANS A Thermo°Cool™ is made with a unique fibre mix of multi-channel and hollow fibres. Originally designed for the needs of sportsmen, ADVANS A Thermo°Cool™ fabrics for apparel are able to provide superior moisture management and temperature control to keep wearers comfortable across a wide range of temperatures and activity levels. Now ADVANS A Thermo°Cool™ is available for use in bedding fabrics either for bed linen or as a ticking fabric. In hot weather or when the user perspires, ADVANS A Thermo°Cool™ wicks moisture faster than other materials. The fibre is designed with increased surface area and micro-channels to



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transport moisture quickly away from the skin to the textile surface. The hollow fibres allow enhanced air circulation and focus energy on the evaporation process to achieve maximum evaporative cooling. In cool weather the hollow fibres provide thermo-buffering to protect from chill.

ADVANS A manufactures polyester staple fibre and filament yarn, both POY and textured. In addition to its own brands, ADVANS A markets under license in Europe (EMEA) under the well-known banners of Quallofil®, Comforel®, Coolmax®, Thermolite®, Dacron®, and other former DuPont brand names to which ADVANS A has exclusive rights in the EMEA region. The company also makes polyester intermediates and polymer solutions.

ADVANS A results from a joint venture between E.I. DuPont de Nemours and Sabanci Holding. It was formed in 2004 when E. I. DuPont de Nemours transferred its share, DuPontSA, to partner Haci Ömer Sabanci Holding A.S., one of the largest industrial conglomerates in Turkey with sales of over \$15 billion USD. The company changed its name to ADVANS A in March 2005. Under Sabanci's ownership, ADVANS A invested in its three polyester manufacturing facilities in Turkey and Germany and cemented its leadership position in Europe, the Middle East and Africa. The company has continued to invest significantly in research and development. Its laboratory has recently created several new performance yarns for the apparel, home textiles, and technical textiles markets, which are currently available in the EMEA region and will be presented to the Asian market at Intertextile Shanghai Hometextiles in August.

ADVANS A supplies to the market in Asia via its warehouse and distribution centre in Shanghai and manages its Asian sales efforts from its offices in Shanghai and Hong Kong.

About ADVANS A

Headquartered in the Netherlands and operating principally in Europe, the Middle East and Africa, ADVANS A— owned 100% by the Haci Ömer Sabanci Holding A.S. - is the largest manufacturer of polyester fiber and filament as well as a leading producer of polyester-based polymers, specialties and intermediates in the region. ADVANS A has annual revenues in excess of \$500 million USD. The company employs 2,000 people and operates plants in Turkey and Germany, an R&D facility in Turkey, and has sales offices in Turkey, Germany, Spain, Italy, France, Shanghai, Hong Kong, and in the USA.

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Sabanci Holding is one of Turkey's largest industrial groups. Employing over 52,000 people in 70 companies, it has interests in chemicals and fibers, as well as banking and insurance, food, retail, textiles, energy, cement, automotive, tyres and tyre reinforcement materials, telecommunications, paper and packaging materials. The companies operate in a dozen foreign countries and export products worldwide. Sabanci Holding, which has controlling interests in 12 companies, is listed on the Istanbul Stock Exchange and has an aggressive strategy of growth through acquisitions and expansion of existing businesses.

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