

## PRESS INFORMATION

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### ADVANSA presents **Thermo°Cool™** collection at ispo 2011

January 2011 – To better serve the diverse needs of end users, an increasing number of leading sports and outdoor brands are having **Thermo°Cool™** technology in their collections featuring breathable and thermoregulating fabrics to combine fit, functionality and fashion. The products are made with the objective of providing greatest comfort and are providing two specific performances: evaporative cooling and thermobuffering.



**TAO® Technical Wear**



**medico sports fashion GmbH**



**Runners Point**

While designing the autumn / winter collection of running fabrics, one of the leading technical-wear and sportswear producers **TAO®-Running** considered especially to grant a supreme quality, functionality and the best wearing comfort in order to meet any sportsmen's requirements during specific sport activities. Their continuous search of newest fashion, high functionality and quality to ensure that products properly match to customer's expectations, has brought TAO® to work with leading suppliers of technical yarns: hence the newest premium line Zentourion is produced with **Thermo°Cool™** to offer best quality and style as well as highest support. Their objective is to guarantee an optimal thermoregulation to the body, providing thermobuffering or evaporative cooling according to the wearer's needs:



- **Evaporative cooling:** allows to evaporate moisture faster thanks to the unique fiber mix; the fibers are designed with multi-channel surface that gives outstanding moisture transport and improves air circulation in the **Thermo°Cool™** fabric, focusing on the evaporation process.

- **Thermobuffering:** thanks to the hollow voids, **Thermo°Cool™** protects the user from temperature changes, preventing post exercise chill and allowing excess heat to dissipate into the air.

Through selecting high-quality yarns and the most progressive designs, the well-known name for functional sports fashion - **Medico** developed its autumn / winter collection with innovative styles and premium functionality for a maximum of comfort, using technically advanced insulation material: **Thermo°Cool™** Performance Insulation; incorporating a technology to prevent condensation within the insulation. It is characterized for its outstanding insulation performance and ability to prevent condensation within the insulation. Medico's autumn / winter collection will be featuring great colours, retro-elements and exceptional details for a very modern look.

Experienced in fulfilling increasing demands for high-tech products, **Runners Point**, the important Sports and Outdoor Company, has created their new collection using **Thermo°Cool™**, manufactured while using advanced fabrics and technologies, specialized on maximum performance and improved function. The company is continuing to develop new comfort innovations having the needs of the users in mind. These high-quality fabrics also help to improve the performance of sportsmen with optimal breathability and excellent thermoregulation: the collection of Runners Point is achieving the perfect combination for body temperature regulation.

Socks have the large task of keeping wearer's feet comfortable at any level. Spending more time outdoors, people are using more and more personal prevention measures and insect repellent when they are in areas where ticks may be present, while looking for an extra comfort. **SIMLOC** has created a new sock with advanced protection against tick bites; the socks contain an active ingredient with an efficiency of 95% after 40 times washing at 40°C. Furthermore they are produced using the superior technology



of **Thermo°Cool™**, helping to avoid moisture build-up in demanding conditions; it helps to regulate temperature and manage moisture to keep feet dry and comfortable.



**Simloc**

#### **Project ADVANSA & Hochschule Niederrhein:**

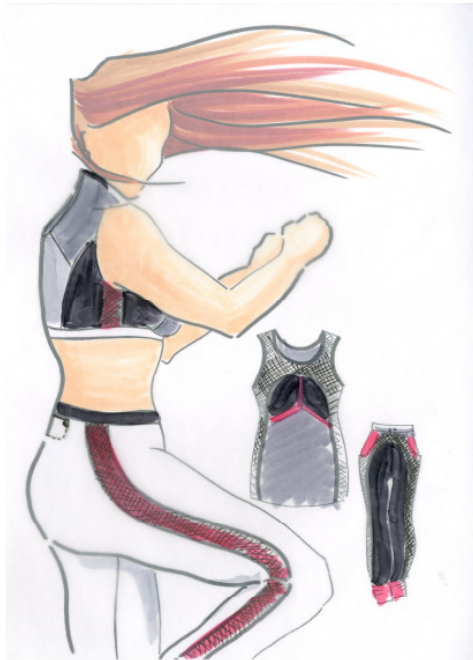
ADVANSA and **Hochschule Niederrhein – University of Applied Sciences** in Monchengladbach, have cooperated together in order to allow students of the department of Textile and Technology, to work on projects using the latest **Thermo°Cool™** fabrics as part of their bachelor curriculum: The goal of the project was to design and develop innovative and modern clothing related to following subjects: “evolution in women’s sportswear”, “evolution in men’s sportswear” and “evolution in fashion for pregnant women”. By using a wide range of **Thermo°Cool™** fabrics three different student teams have worked each on one of the three different projects.

The project **team 7** had the aim to create Women sportswear of plus-sized clothing that not only fits well but is also stylish for every form to meet the demands of fashion conscious women looking for the best plus size.

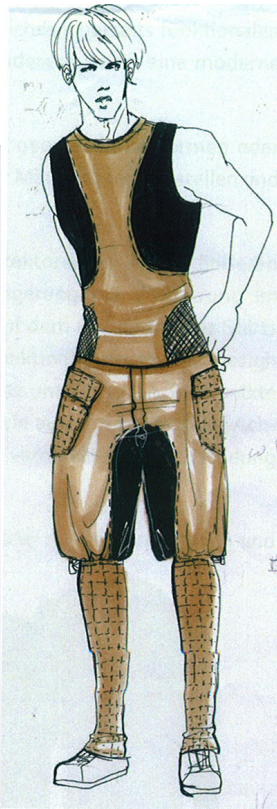
**Team 8** project was to create menswear especially designed for bike polo, with functional characters. For this popular and challenging sport, garments that allow free movement are essential; the outfits have been made with **Thermo°Cool™** and elaborated with smart details on the garment to allow the users to perform at their best and to compete at highest level.



**Team 9** was responsible for fashion for pregnant women. They have designed three innovative outfits for future mother's everyday life demands – business, casual and home outfits. This maternity collection offer a comfortable wearing allowing freedom of free movement without compromising style; the garments do not only provide a maximum level of comfort but also, due to **ADVANS A Thermo°Cool™**, they also have outstanding thermoregulating performance characteristics



Team 7



Team 8



Team 9

**Thermo°Cool™ Buff® Extreme Raid team:**

Through its sponsored world-champion **Buff® Extreme Raid team**, **Thermo°Cool™** has been tested in competition by world class athletes in the most extreme conditions on earth, from desert heat to jungle humidity and from snowy mountain peaks to Scottish highlands. Jordi Lopez from ADVANSA commented *"Brand credibility and authenticity means a product that has been tested to the limit in real competition. Through our Extreme Raid team we are privileged to have the opportunity for a direct feedback on product performance and test out new developments."*



**Thermo°Cool™**, main sponsor of the BrandNew Village, will be showcasing at the 20<sup>th</sup> ispo BrandNew Award, the newest products from 06.-09. February 2011 in Hall C1, BrandNew Village booth numbers BN01, BN02, and BN03.

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**About ADVANSA**

Headquartered in the Netherlands and operating in Europe, the Middle East and Africa, ADVANSA– owned 100% by the Haci Ömer Sabanci Holding A.S. - is the largest manufacturer of polyester fibre and filament as well as a leading producer of polyester-based polymers, specialties and intermediates in the region. ADVANSA 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 marketing representations in Europe, Asia and USA.

[www.advansa.com](http://www.advansa.com)

**Sabanci Holding**

Sabanci Holding is the parent company of the Sabanci Group, Turkey's leading industrial and financial conglomerate. Sabanci Holding's main business units include financial services, automotive, tire and tire reinforcement materials, retail, cement and energy. Listed on the Istanbul Stock Exchange (ISE), Sabanci Holding has controlling interests in 11 companies also listed on the ISE.

**ADVANSA Thermo°Cool™** is the ultimate high performance material for thermo-regulation, which thanks to its unique fibre mix, provides adaptive smart dual function: Evaporative cooling and thermo buffering. Entirely developed by ADVANSA, The product is also available in versions ECO with a polymer from renewable sources and FRESH, with silver ions imbedded in the polymer. ADVANSA Thermo°Cool™ garments are the best year around performance clothing option.

[www.thermocool.net](http://www.thermocool.net)