

## Press release

03/2018

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Rotterdam, November 20th, 2018

### **MaxTex Netherlands presents itself for the first time at the Corporate Fashion Awards in Rotterdam**

**On 15 November, MaxTex Netherlands presented itself for the first time at an accompanying exhibition as part of the Corporate Fashion Awards in the Netherlands. The venue of the successful event was the impressive Huls Kamp Gebouw in the middle of the port city of Rotterdam.**

The event opened with a very special exhibition dedicated entirely to the topic of sustainability. Under the heading "circular experience", companies and initiatives presented themselves with extraordinary textile solutions for a sustainable textile economy that is developing in line with the circular economy. Roosmarie Ruigrok, MaxTex representative for the Netherlands and Belgium, gladly accepted the invitation of the organisers and presented MaxTex in this exciting environment.

More than 600 professional visitors to the exhibition and the subsequent award ceremony gathered at Huls Kamp Gebouw and underlined the importance of this event. Roosmarie Ruigrok was correspondingly enthusiastic: "A top event, an outstanding location and a highly professional audience from the corporate wear and workwear sector provided a perfect stage for the still young presence of MaxTex in the Netherlands. The interest in our work was enormous".

The topic of sustainability also played an important role as a criterion in the evening presentation of the Corporate Fashion Award, which was presented in the categories Workwear, Corporate Fashion, Best Brand Collection, Corporate Casuals and Health & Care. Jury member and MaxTex front woman Roosmarie Ruigrok was able to award the winners in two categories in a very charming way. MaxTex has obviously arrived in the Netherlands.

In the Netherlands about 6 million people are wearing workwear. This is more than a third of the total Dutch population and almost half of the total working population. The industrial clothing industry has been aware for years that the production of industrial clothing has a significant impact on the environment and the working conditions of workers in the producing countries. Interest in a commitment to people and the environment is correspondingly high.

Further information [www.maxtex.eu](http://www.maxtex.eu)  
[www.corporatefashionaward.nl](http://www.corporatefashionaward.nl)

Beigefügtes Bildmaterial

**Titel Photo 1:** Happy MaxTex: Roosmarie Ruigrok and Gerhard Becker  
**Titel Photo 2:** Impressive presentation by Maxtex member HAVEP

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The MaxTex association promotes the interests of companies in the textile and clothing industry, textile service as well as suppliers and important customer groups at all levels. MaxTex pursues the goal of strengthening the overall development of the sectors and thereby taking into account the special requirements of customers and end consumers with regard to sustainable production and services. The association is also a forum for experts, decision-makers, lateral thinkers, visionaries and creators in textile management!

### The following companies and organisations belong to the MaxTex Association:

Alsco, Blycolin, Chetna Organic, CHT-Group, ClimatePartner, Dibella, 360report, Greiff-Mode, HAVEP, Hessnatur Stiftung, Hochschule Niederrhein, InfraCert, Lenzing, MIP Europe, Product DNA, TDV Industries, Unifi, Wenzel & Hoos

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