

Press release

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Frankfurt am Main, August 14th, 2018

From textile ecology to a holistic approach. Successful start of the new seminar and workshop programme of the MaxTex network

"If we want to create transparency and traceability and convince stakeholders of a sustainable textile industry, we must impart extensive and complex knowledge and train, educate and re-train. This awareness of the members of the MaxTex sustainability network was the starting signal for a "Capacity Building" offensive, which was announced some time ago and now had its very successful start.

Under the professional direction of Dr. Alexandra Woithe and Rolf Heimann of the hessnatur Foundation, the kick-off seminar in July dealt with the instruments for a successful implementation of sustainability in the textile industry. The two speakers worked out the complex approaches, which are of extraordinary importance for manufacturers, textile service providers and also customers - especially in the B2B area - in a practical, handy and authentic manner.

In the fully occupied seminar room of the "Ökohaus" in Frankfurt am Main, the participants followed with fascination the presentations in which no sustainability approach, from an ecological, social or even economic point of view, was unmentioned and subsequently discussed intensively between representatives of textile service providers and manufacturers!

One could hear in unison that one would like to go even deeper into the matter, which would, however, have exceeded the time frame. There was great interest in further deepening the topics and knowledge, which the organisers gladly promised with a view to further seminars and workshops. Already now the further dates and topics of the coming seminars and workshops are pointed out:

October, 16th 2018, Frankfurt am Main „Sustainable raw materials, fibres and materials“

November, 13th 2018, München „Communication strategies for sustainable products in the hotel and gastronomy industry“

Further information and registration at info@mextex.eu or at www.mextex.eu

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