

Press release

04/2018

Frankfurt am Main, December, 5th, 2018

MaxTex will be open to start-ups, companies will have easier access to the network for sustainable textiles and membership fees will in future be based on turnover volume.

The first two young start-ups were already in the starting blocks, although the decision of the general meeting on the admission of start-ups was only a few hours old. With TUTAKA, a platform for sustainable hotel marketing, and Sustify, a company that develops learning apps for textile-producing companies in Asia, two young companies spontaneously joined the MaxTex network. But the big names in the textile industry are also showing interest. The new contribution structure makes membership increasingly interesting for companies of all sizes.

The MaxTex general assembly in Lenzing, Austria, was marked by a fundamental and future-oriented change of course. In keeping with the topic, an exclusive guided tour through the TENCEL™ Jumbo Line at the Lenzing plant, currently the most modern production plant for biobased cellulose fibers, took place beforehand for the participating members. The participants were correspondingly enthusiastic.

Young start-ups welcome

The members expect a "win-win situation" with the opening of the sustainability network for start-ups, who are now welcome at MaxTex from a wide variety of subject areas. The only prerequisite for inclusion is proof of the benefits in terms of achieving MaxTex's goals. The interaction should serve both sides: Access to the industry for the one side - innovations and new thinking for the others side. "There are many excellent ideas and approaches that deserve to be included in the sustainability process of the textile chain," says Hans-Peter Beck, Chairman of the MaxTex Board of Directors.

New and fair design of membership fees

For many members, a necessary and above all a sensible decision is the introduction of a new contribution structure, which is now staggered according to turnover. Particularly important for the start-ups mentioned - they are free for the first three years. "Gerhard Becker, MaxTex Managing Director, is convinced that "small and medium-sized companies in particular will welcome the decision to pay turnover-based membership fees and will now be able to decide much more easily to go down the exciting path with us towards an ethically and sustainably oriented textile industry".

New members join the network in January

With the CHT Group from Tübingen in southern Germany, which among other things manufactures high-quality and sustainable products for textile care and hygiene, and Enova, an American company dedicated to the production of textiles made from recycled cotton, two full members have also already committed themselves to the goals of MaxTex as of next year and joined.

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Expansion and extension of the training programme adopted

Due to the great success of the seminar and workshop program, which only started this summer, the members of the management gave the order to further expand this program in the coming year. In addition to topics such as basic knowledge, the implementation of ecological and social standards as well as raw materials and fibers, communication and marketing topics are increasingly being addressed. The latter, especially in direct relation to the message to the various B2B end consumer groups such as hotels, gastronomy, industry, health care or the important textile service providers!

The seminars and workshops are conducted by the hessnatur Foundation, Scholz & Friends and Tutaka, among others.

The complete program for 2019 will be published shortly.

Further information: www.maxtex.eu

Photo material attached: Some of the MaxTex members on a guided tour of Lenzing AG

Press inquiries

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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, Sustify, TDV Industries, TUTAKA, Unifi, Wenzel & Hoos
