

Press release

03/2019

Frankfurt am Main, November 25th, 2019

MaxTex is delighted with the largest increase in members since its founding and is preparing for a number of new topics for 2020

- **MaxTex conference at CHT in Tübingen - new topics and intensive technical discussions**
- **Further renowned new members strengthen the sustainability network**

At the end of October, representatives of almost all MaxTex member companies met for the autumn conference in Tübingen. The invitation was from CHT Germany, which has also been a member of MaxTex since the beginning of the year. Embedded between interesting tours of production and various laboratories, the participants discussed various topics and approaches of the sustainable textile industry. The focus was on the latest developments in the textile recycling industry presented by HAVEP, among others, recycling and logistics solutions that are almost "ready for series production" as well as traceability, that can be experienced at close quarters using the example of bio-cotton with easy-to-use marking solutions from member Tailorlux. Sustainability as a value driver and increasingly as a yardstick for future company valuations will be of particular interest to members in the coming year. "With Licennium, the Hessnatur Foundation and, of course, all interested members, we want to go new and exciting ways in this area," says MaxTex board member Susanne Carls of Lenzing.

The decision to go new ways was also taken by a number of companies that have decided to become members of MaxTex. With Bierbaum-Proenen and Paul H. Kübler Bekleidungswerk, two further renowned and established companies have joined MaxTex. With Licennium, myclimate from Switzerland and the start-up company LEIT & HELD, important experts complement the MaxTex network, whose number of members has more than doubled within one year!

The following companies and organisations currently belong to the MaxTex society:

Bierbaum-Proenen, Blycolin, Chetna Organic, CHT-Group, ClimatePartner, Dibella, 360report, ecos, Elmer & Zweifel, fabric wear, Good Brand Guru, Greiff Mode, HAVEP, Hessnatur Stiftung, Hochschule Niederrhein, InfraCert, Klopman, Kübler Bekleidungswerk, Lamme, LEIT & HELD, Lenzing, Licennium, myclimate, Product DNA, RUNDE, Sailmate, Schellenberg Textildruck, Scholz & Friends Reputation, Sustify, Tailorlux, TUTAKA, UPSETtextiles, WEITBLICK, Wenzel & Hoos

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Photos are attached:

Photo 1: In the best of moods - MaxTex participants after a visit to CHT production

Photo 2: Traceability up close - detection of bio-cotton in the end product

Further information: www.maxtex.eu

Press inquiries

Phone: +49 69 34008840

Mail: info@maxtex.eu

The MaxTex society promotes the interests of companies in the textile and clothing industry, textile service, suppliers and important customer groups as well as young start-ups. 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!
