



Lenzing

If, as seems very probable, fabric producers are indeed tending to adopt cellulosic fibres as an alternative to cotton, this should favour demand for Lenzing's speciality fibres Modal and Tencel. Such an evolution would give a further boost to the company's sales and earnings.

WEGAL & TRICOTEL: promising new products featured in 2012 collection

HIGHLY regarded, worldwide as well as in Italy, for the quality of its warp knitted stretch fabrics as well as for its reliability and service, **Wegal & Tricotel** introduced two interesting new qualities into its S/S 2012 collection. The first, labelled *Sole*, is a high stretch modulus fabric that combines comfort and softness; it is intended to provide fully adequate shaping performance together with rapid drying as well as great comfort and it joins other fabrics in the range that have been certified for the Lycra Beauty programme. The second, branded *Dry Light*, combines a special construction, an optimal mix of technical fibres and innovative finishing technology to provide a degree of moisture management that ensures maximum comfort and minimises the risk of skin irritation; what is more, the performance characteristics of Dry light are permanent. Other features of the S/S 2012 collection include the broader range of bright and mat charmeuse fabrics in 120 colours available from stock, the enriched range of *Bahama* qualities with mother of pearl effects and the further evolution of the *New Paranea* range that is softer, lighter and with more stretch.



Wegal & Tricotel

Having completed the expansion of its dyeing facilities, the company has augmented its R&D budget to test new products and to experiment with new techniques. This promises more interesting novelties in future collections.

MADEIRA: comprehensive technical support complements wider range

EMBROIDERY yarn specialists **Madeira** have not only broadened their product range but have also refined the technical assistance provided for customers as a first step towards intensifying their activity in the bodywear sector. Technical assistance ranges from advice on digitizing graphics, through recommendations on the right mix of threads and stitch to guidance on choice of ground materials. The objective is to avoid shrinkage, fading colours, distortions and puckering. Among the highlights of the latest range of threads is the *Frosted Matt* quality in fluorescent shades, more novelties brought to the wool-like *Burmilana* quality, new colours added to the *Classic* range of viscose threads and new metallic effects for *FS* threads.



Frosted Matt by Madeira

There is no doubt that embroidered motifs, as distinct from guipure and other embroidered materials, can bring much added value at little cost for many items of bodywear.