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ECO-Logical Making Sense of Supply Chain Certification

Date: Saturday, August 9, 2008
Networking/Continental Breakfast: 7:00 to 7:30 AM;
Panel: 7:30 to 9 AM
Salon A-D, Downtown Marriott, Salt Lake City, Utah

Tarzana, CA. July 25, 2008 Fabric Link, sponsored with Textile Insight magazine, will once again offer a compelling textile panel discussion of *ECO-Logical Making Sense of Supply Chain Certification*. This summer's discussion will focus on the intricacies of green production. In the on-going evolution of the eco movement, there is now increased attention being paid to the relevant aspects of transparency in the production process to ensure all levels of the supply chain are aware of the other levels of protocol in regards to sustainability.

The **ECO-Logical** panel will consist of experts with experience in the certification process for the supplier, manufacturer and retailer. They will explain what it means to be certified and how to get there. They will also share their own personal experiences on the best way to track transparent production, and will discuss effective ways to educate the consumer on the transparency of textile products.

FabricLink's Industry Panels began five and half years ago and have become a highlight event for the Outdoor Retailer Market. Recent Panels have looked at sustainability issues related to the product development process for Digital Printing, Bonding & Welding, Seamless Knitting, and Nanotechnology. **FabricLink** and **Textile Insight** magazine (formerly *Textile Intelligence*) have recently partnered in presenting Industry Panels. At January's ORWM '08, the presentation was *Eco Think!* which looked at what it means to be "green" for consumers today. Formula4Media, the parent company of *Textile Insight*, enlisted the help of Leisure Trends Group (LTG) to explore consumer sentiment regarding the environment. They focused on the perceptions and interests in buying outdoor textile products and sports apparel.

This summer's **Eco-Logical** panel stems from the Leisure Trends' *Eco Think!* study of last season, which concluded that many consumers do not believe the claims being made by manufacturers regarding sustainable products available at retail. Many consumers believe that the high prices on eco-products are a ploy by the manufacturers to increase the price of a garment. The **ECO-Logical** panel will focus on the importance of transparency in the production process and how to acquire certification from a reputable standards company. This will aid the manufacturer by furthering their consumer relationship in regards to the legitimacy of the eco-claims. We invite all textile-based suppliers, manufacturers, and retailers to attend this informative event. Join us for some pre-event networking, have your questions answered, and plan your strategy!

Speakers Include:

Dina Dunn, Communications, International Oeko-Tex Assoc.

Larry Harrison, Vice President, Business Development, Nüwa® Textiles
Chris Parkes, National Sales Manager, Concept III Textiles

The event will be moderated by:

Kathlyn Swantko, President, *FabricLink* Network and Emily Walzer, Managing Editor, *Textile Insight*

Dina Dunn: General Partner, Blink

Since 2004, Dina and her firm, Blink, have represented the International Oeko-Tex Association in North America and have worked to raise awareness regarding the growing need for global certification standards in the apparel industry. Dina has spoken extensively about the rising influence of LOHAS consumers and their demands for eco-friendly textile and apparel products. Dina and the Blink team work with manufacturers, brands and retailers to identify opportunities and define ecologically responsible strategies and communication plans that build credibility and brand equity with this critical consumer segment. Dina earned her BA from Colgate University and her MBA from Duke University.

Larry Harrison, VP Business Development for Nüwa Textiles

In 1973 Larry Harrison was part of a mountaineering school/climbing store/pack manufacturer in Idyllwild, California, and began a career selling backpacks. He had stints with Karrimor, Eagle Creek, Wilderness Experience, Eastpak, Wolf Creek, and finally 23 years with JanSport. Over the years, Larry figures that he has put over 30 million yards of fabric on the backs of citizens everywhere in the form of backpacks! He now serves as the Vice-President of Business Development for Nüwa Textiles, a company devoted to eco-friendly fabrics for outerwear, packs and luggage, and sleeping bags. Nüwa is completing its Bluesign® certification and already holds one with Oeko-Tex®.

Chris Parkes, National Sales Manager for Concept III Textiles

Chris Parkes has been with Concept III Textiles, and selling into the Outdoor Market since 1992. He moved to Portland, Oregon in 1995 to oversee the West Coast business for Concept III, and spent 5 years managing the business in that region. In 2000, he moved to Boulder, Colorado, where he currently resides, after establishing the Kingwhale USA office. Currently, Chris is the National Sales Manager for Concept III, and also manages its European office. If he is not in the office or on the road, Chris can usually be found on the golf course.

Following the Panel Discussion at the **Nüwa Textiles** booth will be a post **Eco-logical Mixer, to continue the discussions and questions, exchange cards and have a beer. The booth is located at MR #155-306 across from the 'Design Center' area in room 155.**