

manufacturers
news
suppliers

cifra SPA

CIFRA Spa strengthens its leadership in the market with more innovation.

CIFRA Spa returned to Paris this year with a load of innovations and extraordinary mix of models and designs for a look aimed at the dynamic, modern and chic woman.

The new collection includes articles which can be coordinated at pleasure with jacquard designs, classic or alternative lace, geometrical designs of any kind and style, expressly studied in order to emphasize the femininity and the energy of the body in motion and satisfy any kind of market need – from underwear to outerwear, or from bath to sport, the products are embellished with new concepts in yarns and textures.

Among the novelties was the entry of COTONE for that fresh and comfortable touch; LUREX both all over and placed; and the revolutionary BICOLOR, for stockings and outerwear.

There are no more limits.

The design possibilities are infinite from a creative point of view. For this purpose, Cifra has a specialized style office, supported by a CAO system, which is able to plan the collections and satisfy any kind of request with the collaboration of the most important Italian and foreign private labels.

DAK americas

DAK Americas began notifying its polyester staple customers last month that all of its staple fiber products sold to home furnishings, apparel, industrial, and fiberfill markets will be subject to a \$.03/lb price increase effective with shipments beginning April 1, 2005.

According to Hector Camberos, CEO DAK Americas LLC, global prices of polyester ingre-

dients continue to rise and DAK Fibers can no longer absorb these increases in the costs of its polyester staple product line.

DAK Americas understands the stress that the entire fiber industry is facing, but it must offset these ingredient increases in order to remain a quality supplier in this market. DAK Americas remains committed to the polyester staple business.



Introduction in Paris by Cifra Spa.



**Southern
Colortype
Company, Inc.**

**Packaging & Labeling
Flexible Film, Board, Paper
Design Through Production**

2927 Sidco Drive · Nashville, TN 37204 · Phone 615-256-1631
Fax: 615-726-2320 • E-Mail: soucol@bellsouth.net

DRY HEAT TRANSFERS



SCREEN PRINT TRANSFERS

DEL-MARK
P.O. DRAWER 1988

HICKORY, NC 28603

828-322-6180 (P) 828-322-6183 (F)

QUALITY AND SERVICE FOR 55 YEARS

www.delmarktransfers.com

CUSTOM POLY BAGS

nilit
sensil

Nilit
Sensil
exhibits
at FAST
international
trade show.
Unveils new brand
concept and hosts
seamless fashion show.

Verona, Italy - The FAST show, held between March 16-19, presented Nilit the opportunity to unveil the new concept for the Sensil Brand which set the stage for an array of exciting new products the company has to offer including Sensil® Duelle, Sensil® BodyFresh, Sensil® Colorwise, Sensil® Pastelle and Sensil® EverSheer. The refreshing and unique concept presented at the show, captured the essence of the brand and special characteristics of the fiber, while the images demonstrated the true abilities of Nilit Sensil's family of fibers – active, flexible, versatile and innovative.

The "Sensil Innovation in Motion" fashion show held twice daily, was the "highlight" of the Nilit booth (and the only fashion show held at this international show). The fashion show showcased the latest concept garments created by Favardi Studio and was a real attraction for the many FAST visitors and exhibitors. The professional dancers, dressed in seamless Sensil garments, moved to the beat of the music and truly reflected enthusiasm and comfort.

"Nilit's message 'Sensil Innovation in Motion' clearly stressed to visitors, customers and other exhibitors at FAST that innovation is the motion that drives its activities – past, present and future" said Amy Holzer, marketing communications coordinator for Nilit.

"It is at the very core and the very 'fiber' of our company."

A collection of distinct garments demonstrated the latest in seamless technology to the 14,000 visitors who attended the show. Highlights include concepts from intimate apparel, sportswear and activewear.

The FAST tradeshow, the largest and most important of its kind, represents the entire hosiery and seamless knits sector, from fiber producers to machinery.

"We are very excited about this opportunity to showcase a completely new and refreshing look to the Sensil brand in front of these important audiences," said Oded Breier, marketing manager for the Sensil brand. "Audiences at FAST could truly see the exciting new collections of our Sensil family of fibers that meet the demands for innovation in the marketplace," he said.

Also at FAST, visitors had the opportunity to meet Nilit's team of experts.

Nilit's nylon 6.6 yarns and microfiber yarns are available in a broad selection of decitex and filament counts, layers of luster and types of cross-sections. Nilit's high quality yarns are used for both knitting and spandex covering applications for the production of fashionable legwear and bodywear.



Nilit Sensil fashion show at FAST international

moretz

NEW YORK

Pictured are Charles Moretz, creative director; PowerSox; Carolyn Bekkedhal, president, active lifestyle and entertainment groups, Weider Publications; Sylvester Stallone; Neal Boulton, editor in chief, Sly magazine. The party took place at Planet Hollywood, Times Square, New York City recently. Stallone is holding PowerSox Pro-Thick socks, a Sly magazine advertiser.



Sly gives a thumbs up to Moretz's PowerSox

At market

Want to showcase your hosiery products every month to more than 600 retailers across America. That's 600 potential buyers each month.

Take advantage of a cost-effective means of putting your innovative styles directly in front of retailers each month.

CONTACT DENISE HATCHER AT 828-322-7766