

Performance apparel markets: business update, May 2020

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Abstracts

This report provides information, analysis and valuable insight into developments relating to the performance apparel industry in the following categories: acquisitions, divestments and mergers; corporate social responsibility (CSR); corporate strategy; joint ventures, cooperation, licensing and distribution; new facilities; and standards. Brands, companies and other organisations featured in this report include: Adidas, Burlington, Duratex, FibrXL, Grupo Axo, Grupo SBF, Land Rover, Lenzing Group (Lenzing), Mark's, Melchior Textil, MGC, Musto, Myant, Nike, Ocean Conservancy, Osmotex, PrimaLoft, The Microfibre Consortium (TMC), VF Corporation, and Worn Again Technologies.

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SUMMARY

ACQUISITIONS, DIVESTMENTS AND MERGERS

A joint venture between Carrington Textiles and TMG – Acabamentos Têxteis (TMG) has acquired the performance textile manufacturer Melchior Textil

The performance fibre specialists Dominion Fiber Technologies (DFT), EuroFibers and Lumat Group (Lumat) have merged to form a new company called FibrXL

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Nike has partnered with Ocean Conservancy to launch the Arctic Shipping Corporate Pledge

PrimaLoft has developed an insulation manufacturing technique which will help it to reduce its carbon dioxide (CO₂) emissions

CORPORATE STRATEGY

Adidas will close its Speedfactory manufacturing facilities in Germany and the USA
VF Corporation is exploring “strategic alternatives” for the occupational portion of its Work segment

JOINT VENTURES, COOPERATION, LICENSING AND DISTRIBUTION

Burlington has entered into a licence agreement with Mark’s regarding its No Fly Zone insect repellent technology

Musto has entered into a global licence agreement with the automotive brand Land Rover

Myant and Osmotex have entered into a joint venture agreement to commercialise Osmotex’s

Hydro_Bot membrane

Nike is in the process of establishing strategic distributor partnerships with two companies in South America

NEW FACILITIES

A joint venture has been established between Lenzing Group (Lenzing) and Duratex to

build a dissolving wood pulp (DWP) plant near S?o Paulo, Brazil
Worn Again Technologies has opened a new pilot research and development (R&D) facility in Redcar, UK

STANDARDS

The Microfibre Consortium (TMC) has released details of a microfibre shedding test methodology

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