

# Performance Apparel Markets: Business Update, October 2016

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## Abstracts

This report provides information, analysis and valuable insight on developments relating to the performance apparel industry in the following categories: corporate strategy; investments; joint ventures, cooperation, licensing and distribution; new facilities; online retailing; patents; and rebranding. Brands, companies and other organisations featured in this report include: Adidas Group, Apollo Global Management, Cintas, Dow Microbial Control, Google's Advanced Technology and Projects (ATAP) division, Kraig Biocraft Laboratories, Lenzing, Microban International, Nike, Noble Biomaterials, Rudolf Group, Safe Reflections, Speedo, Under Armour and Unifi

## Contents

### SUMMARY

### CORPORATE STRATEGY

Dow Microbial Control has launched a global branding and co-marketing programme for its Intellifresh brand

Microban International has relaunched its global textiles division

### INVESTMENTS

Lenzing will invest over Euro100 mn in the expansion of its production capacities

### JOINT VENTURES, COOPERATION, LICENSING AND DISTRIBUTION

Adidas Group has entered into three strategic agreements

Strategic partnership with Kanye West

Planned strategic collaboration with Wanda Group

Extended partnership with the German Football Association (DFB)

Google ATAP and Cintas will collaborate in the development of workwear which incorporates Jacquard conductive yarns

Kraig Biocraft Laboratories has received a contract from the US Army to develop its Dragon Silk for protective apparel applications

Nike has entered into a strategic partnership agreement with affiliates of Apollo Global Management relating to the manufacture of apparel in the Americas

Noble Biomaterials has established a strategic alliance with a subsidiary of Anta Sports Products

### NEW FACILITIES

Kraig Biocraft Laboratories has opened a new production facility in the USA and will open a new office in Vietnam

Under Armour has opened a new manufacturing and design centre in Baltimore, Maryland, USA

Unifi will open a new division in Colombo, Sri Lanka

### ONLINE RETAILING

Speedo has launched a new website for its customers in China

## **PATENTS**

Safe Reflections has been granted a US patent for its Brilliant Color Reflective range of colourised reflective materials

## **REBRANDING**

Rudolf Group has rebranded its moisture management finishing products as Hydrocool

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