

# **Product Developments and Innovations in the Home Textiles Market, February 2015**

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## **Abstracts**

This report analyses some of the latest developments and innovations in the home textiles market, including: antimicrobial treatments for wool fabrics; certification; colour trends; environmentally friendly flame retardant treatments; fabric coatings; fabrics for outdoor applications; filling materials; flame retardant treatments; floor coverings; mattresses; new collections; new fabrics; nonwovens for interiors; outdoor living products; three-dimensionally (3D) printed home accessories; trend forecasts; and whitening agents. The report includes news from the following innovative companies, individuals and other organisations: Advansa, Alexium International, Ananas Anam, Boll & Branch, Clariant, Divatex, DwellStudio, DWI Leibniz-Institut für Interaktive Materialien (DWI Leibniz Institute for Interactive Materials), Grund, Hohenstein Institute, Huntsman Textile Effects, Karim Rashid, Kate Spade Saturday, King Koil, Lenzing, MakerBot, Martha Stewart Living Omnimedia (MSLO), Milliken, Outlast Technologies, Pantone, Sandler, Simmons Bedding Company, Stahl, Surya, Tempur Sealy, the Heimtextil Trendtable, TenCate Outdoor Fabrics, West Elm and Zhejiang Meisheng Industry.

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### SUMMARY

#### ANTIMICROBIAL TREATMENTS FOR WOOL FABRICS

The Hohenstein Institute and Dwi Leibniz-institut F?r Interaktive Materialien:  
antimicrobial treatments for wool fabrics

### CERTIFICATION

Lenzing: Tencel fibre certified as being “Medically Tested – Tested for Toxins” by  
F?rdergemeinschaft K?rpervertr?gliche Textilien (FKT)

### COLOUR TRENDS

Pantone: Colour of the Year for 2015

#### ENVIRONMENTALLY FRIENDLY FLAME RETARDANT TREATMENTS

Clariant: Exolit OP 560 flame retardant treatment for flexible polyurethane (PU) foam  
identified as being environmentally friendly

### FABRIC COATINGS

Stahl: new coating options added to the EVO range of environmentally friendly coatings

#### FABRICS FOR OUTDOOR APPLICATIONS

TenCate Outdoor Fabrics: digitally printed fabrics for outdoor applications

### FILLING MATERIALS

Advansa: new Dacron products  
Outlast Technologies: new filling material called Universe

#### FLAME RETARDANT TREATMENTS

Alexium International: two flame retardant treatments for the upholstery and furnishings market

## **FLOOR COVERINGS**

Milliken: new collection of carpet tiles called Allegory

Surya: new rug collections

Surya: rug customisation service

Product developments and innovations in the home textiles market

## **MATTRESSES**

King Koil: new mattress and bed collections

Simmons Bedding Company: new “smart” mattress

Tempur Sealy: three new mattress collections

Tempur-Flex collection

Posturepedic collection

Limited Edition collection

## **NEW COLLECTIONS**

Boll & Branch: Fair Trade cotton bedding

Divatex and Lady Antebellum: bed linenc and bath linen collection

Grund and Karim Rashit: collection of bathroom rugs called Kolor my World

Kate Spade and West Elm: home furnishings collection

## **NEW FABRICS**

Ananas Anam: new nonwoven fabric called Pi?atex made from pineapple leaves

Zhejiang Meisheng Industry: waterborne process for manufacturing microfibre fabric

## **NONWOVENS FOR INTERIORS**

Sandler: polyester nonwoven materials for office furniture and interiors

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