

Product developments and innovations in the home textiles market, July 2018

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Abstracts

ANTI-COUNTERFEIT SEWING THREADS

American & Efird (A&E) and Applied DNA Sciences (applied DNA) are collaborating in the

development of anti-counterfeit sewing threads

ANTI-ODOUR TREATMENTS

Microban International has developed a new odour control treatment called Scentry Revive

BEDDING

Lenzing has developed pillows which incorporate Tencel Lyocell fibres Malouf has developed new pillows and a new duvet set New range of pillows

New duvet set

Walmart has launched a new mattress and bedding brand called Allswell

FIBREFILL PRODUCTS

Advansa has developed a new fibrefill called Aerelle Soft Flex and a new version of its Dacron 95° fibrefill

Aerelle Soft Flex

Dacron 95°



FINISHES

Devan Chemicals has developed a new range of textile finishes which are designed to help

revitalise the skin

FURNITURE COLLECTIONS

Ikea and Tom Dixon have collaborated in the development of a new furniture collection called DELAKTIG

HOME D?COR COLLECTIONS

Pottery Barn Kids and PBteen have collaborated with Liberty London Fabrics in the development of two new home d?cor collections

HOME TEXTILE COLLECTIONS

JCPenney has collaborated with Lionel Richie in the development of a collection of home textile products

INNOVATIVE FABRICS

Researchers at CREOL have developed a fabric which can change colour on demand

INSULATION MATERIALS

Downlite has developed a new range of temperature regulating insulation materials

MATTRESSES

Purple has developed a mattress called New Purple Mattress
Williams-Sonoma has developed a new mattress and accessories brand called Robin

PRE-TREATMENTS

The Dow Chemical Company (Dow) has developed a new pre-treatment called Ecofast Pure



for use in textile dyeing processes

TEXTILE PRODUCTS FOR HOSPITALITY APPLICATIONS

Standard Textile has developed a towel and sheet collection called Made in USA

YARNS

Sinterama has developed a flame retardant version of its Newlife yarn

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This report analyses some of the latest developments and innovations in the home textiles market, including those relating to: anti-counterfeit sewing threads; anti-odour treatments; bedding; fibrefill products; finishes; furniture collections; home d?cor collections; home textile collections; innovative fabrics; insulation materials; mattresses; pre-treatments; textile products for hospitality applications; and yarns. The report includes news from the following innovative companies, brands, individuals and other organisations: Advansa, American & Efird (A&E), Applied DNA Sciences (Applied DNA), CREOL, Devan Chemicals, the Dow Chemical Company (Dow), Downlite, IKEA, JCPenney, Lenzing, Liberty London Fabrics, Lionel Richie, Malouf, Microban International, PBteen, Pottery Barn Kids, Purple, Sinterama, Standard Textile, Tom Dixon, Walmart, and Williams-Sonoma.



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