

Profile of HeiQ: an Innovative Supplier of Textile Finishes and Auxiliaries

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Abstracts

HeiQ is a Switzerland-based leader in textile technologies and has created some of the most effective, most durable and best performing textile finishes on the market. Its portfolio of products is diverse, and includes odour control technologies, thermoregulation treatments and environmentally sustainable water repellent treatments. The company also provides auxiliaries for use in dyeing processes, and it has contributed towards the development of a specialist nonwoven fabric called Oilguard. HeiQ serves a broad range of customers, including casual apparel brands, cycling apparel brands, fashion apparel brands, home textile brands, hosiery brands, outdoor apparel brands and sportswear brands. The company was established in 2005, and since then it has achieved significant growth and has focused its efforts on product innovation and marketing. As such, HeiQ has become the partner of choice for several apparel brands wishing to add value to their products through the use of performance finishes, while at the same time achieving product differentiation. This report provides insight into the progression of HeiQ since its foundation, and gives an overview of the finishes, auxiliaries and other products which the company has developed. Also, the report discusses: the company's marketing and market research activities; its facilities for manufacturing and distribution; its research and development activities; the awards it has won; and its environmental sustainability. Furthermore, the report provides an outlook for the future.

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