

Press release

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Functional yarns add value to textile products at Yarn Expo Spring 2020

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Returning exhibitors and newcomers, including suppliers from Belarus, are set to show off their latest innovations to meet the specific sourcing needs of buyers with a diverse range of unique functional yarns at Yarn Expo Spring. The fair will be held from 11 – 13 March 2020 at the National Exhibition and Convention Center in Shanghai. As one of the most prominent events in the yarn and fibre industry, Yarn Expo Spring attracted 468 exhibitors from 12 countries and regions last year, a 7.5% increase compared to 2018. Among the comprehensive range of products on offer at Yarn Expo Spring, functional yarns represent a direct and constant market demand in spite of changing fashion trends.

With the advancement of technology, functional yarns have been developed and used in textile production to enhance the functionality and performance of sportswear, outdoor wear and even everyday clothing. From thermo regulating, moisture absorbing and flame resistant properties to antibacterial, antistatic and more, these innovative features offered by functional yarns add value to textile products as more and more manufacturers focus on customisation according to consumers' needs. By integrating functionality directly into the yarns, textile products become highly durable, which increases their sustainability as well.

Functional products help exhibitors stand out in the market and reach new clients from around the world at Yarn Expo, which saw over 28,000 buyers from 87 countries and regions last spring. This year, there will be new exhibitors from Belarus who are attracted to join Yarn Expo Spring for the first time to showcase their quality acrylic fibres, nylon yarns, polyester fibres, industrial yarns and more.

"We have observed buyers with a higher demand for quality products, especially products with certifications. This makes our product more competitive and more ready to sell to buyers," noted Mr Guo Biao, General Manager of Hai Thien Synthetic Fiber Ltd Co from Vietnam. "After successfully establishing real cooperation with a few buyers last time, we decided to return. We target international markets and we are glad to meet visitors from Turkey, India, Belgium and other European countries. Exhibiting at Yarn Expo is essential for our business because we can reach out to new clients here."

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Buyers looking specifically for yarns with functions and innovations

“Nowadays people show more interest in products used for sports and elastic fabric. I think these areas show big potential for the future,” noted Mr Steven Shen, Director of Textured Yarn Department of Everest Textile from Taiwan, who joined Yarn Expo for the first time last September. Everest Textile’s unique yarn processing technology creates moisture absorbing and quick drying stretch fibre that is supplied to renowned brands such as Adidas, Nike, Puma, Patagonia, Spyder, The North Face and more.

“We would like to take this opportunity to better explore the China market and we have continuously seen clients from China, Southeast Asia and the US coming to our booth to enquire. The fair has impressed me a lot with its scale and organisation. The results have exceeded our expectations and we will be back next year. Yarn Expo creates a collaborative global networking place to share ideas, experience, expertise and resources,” commented Mr Shen.

With increasing demand for protective clothing, Korean supplier HJLite believes reflective yarns to be the solution to enhancing the safety and functionality of garments. “This is the fourth time for our company to join Yarn Expo. We choose this fair because there is no other fair in the industry with such scale and reputation. It is an effective gateway for us to promote our products and company image, while building an expanded network through meeting a lot of potential buyers, especially high-end buyers, on the spot. The buyers in this fair are diverse so it helps us better explore the Chinese and European markets,” said Mr Joon Son of HJLite.



Korean supplier HJLite specialises in reflective yarns

For more case studies about functional yarns, please visit: <https://yarn-expo-spring.hk.messefrankfurt.com/shanghai/en/press/case-studies/2020/YEA19-CS2.html>

Yarn Expo Spring
Shanghai, China, 11 – 13 March 2020

On top of value-adding functional yarns, the whole supply chain for the textile industry can be sourced at Yarn Expo Spring and the four concurrent fairs: Intertextile Shanghai Apparel Fabrics – Spring Edition, Intertextile Shanghai Home Textiles – Spring Edition, PH Value and the China International Fashion Fair (CHIC). Yarn Expo Spring is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. For further information, please visit: www.yarn-expo-spring.com.

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors:

Further press information & picture material

<https://yarn-expo-spring.hk.messefrankfurt.com/shanghai/en/press.html>

Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

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* preliminary figures 2019