



a step ahead in acrylic fibers



Eco developments as key focus for Dralon and other exhibitors in the German pavilion

On the 16th edition of Intertextile Shanghai Apparel Fabrics Dralon for the second time was represented with a booth of its own and as fiber producer one of the key exhibitors at the Fair. With a total of 2,471 diverse exhibitors from all over the world the growing importance of the show as the world's biggest apparel trade fair could be confirmed and, as in the previous year, we met with a remarkably good response to Dralon.

Manfred Borchers, Head of Marketing and Sales, states that with Dralon's focus on creating brand awareness in the Chinese market for a product featuring a CO2 balance far below the international industry average, among other advantages, we are convinced that a continuous presence at Intertextile is providing our company with a variety of benefits which can support our strategy to become a long-term partner of Chinese customers.

For sure, Dralon will be present at next year's Fair and is just about to start with the preliminaries. So, after the Fair is before the Fair...