



a step ahead in acrylic fibers

A vast number of interested and prominent visitors at the dralon® booth on Shanghai's Intertextile Fair

On this year's Intertextile Fair in Shanghai Dralon GmbH for the first time was represented with a booth of its own as part of the German Pavilion and met with an extremely positive feedback.

Supported by Messe Frankfurt Dralon attracted the attention of a broad and specialized public to give detailed information on the dralon® fibre as well as the activities of Dralon GmbH. As a result of this visitors from all over the world as well as Chinese producers of fabric will in the future

associate the dralon® brand with high quality as well as a high sense of responsibility with regard to sustainability. Above all we were pleased about the visit of a Chinese delegation of the China National Apparel Council headed by Vice President Mr Hu and Wang Tin Kai.

Well organized presentations of renowned companies on current topics (i.e. the presentation of ADIDAS on the subject of sustainability) could be regarded as valuable contributions to the Fair.

Below you can get a small impression of the Intertextile 2009



View of German Pavillon



View of dralon® booth



View of entrance Intertextile Shanghai 2009



Mr. Manfred Borchers (Head of Marketing/Dralon GmbH) in conversation with Vice Presidents Mr Hu und Wang Tin Kai (CHINA NATIONAL APPAREL COUNCIL)



Visitors of ADIDAS lecturing about sustainability