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YARN INSIDE

BÜHLER NEWSLETTER

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Presentation of the new airjet yarns at the international fairs

At the important textile fairs Expofil in Paris and ITMA in Barcelona, we have successfully introduced our new airjet yarns in 100% cotton as well as in the blend 50/50% Micro Modal / cotton. The cooperation *Bühler, Rieter* and *Santoni* started for ITMA was of great interest. On the latest *Santoni Atlas HS* (high speed) circular knitting machine, our yarn *SwissCotton® AirJet Ne 50* (Nm 85) was knitted without any problems; and this at a very high speed. Gianpiero Valsecchi, Sales Manager: "Especially the speed of 45 rpm combined with extremely low fiber fly generation of the airjet cotton yarn fascinated our visitors. *Bühler's* airjet yarns offer at the same time maximum productivity and allow for clearly reduced efforts in machine cleaning. The fabric convinces with minimum hairiness, a nice luster and very few slubs caused by loose fibers knitted into the fabric."

As each fiber is spun very firmly into the yarn structure, airjet yarns stand out with an extremely good pilling behavior. As the fiber ends are not released during wearing or washing, the appearance of the garment remains perfect for an extended time period. Because of the very low torsion of the airjet yarns, s-twisted yarns are not needed in many cases. The reduced torqueing results in a further advantage: Knitted fabrics made from airjet yarns have a considerably lower washing shrinkage than conventional ring-spun yarns.

The latest airjet spinning machine *Rieter J 20* with 120 spindles has already been installed in our production; the second one will be put into operation early next year.

Convince yourself about the advantages of airjet yarns, too. Currently, our airjet yarns are available in Micro Modal, ELS-cotton and their blend in the counts Ne 30 to Ne 70 (Nm 50 – Nm 120). ■





Athleticum relies on SwissCotton® BeDry

The Swiss sporting goods retailer *Athleticum* carried in its summer collection T-shirts from our functional yarn *SwissCotton® BeDry* and made use of our marketing support directly at the Point of Sale.

Kathrin Schneeberger, Product Manager: “Finally, it is possible to combine the great wearing comfort of cotton with outstanding moisture management properties, which today are expected for sportswear. Cotton had so far only little acceptance in sportswear due to its high moisture absorption. But now, cotton is interesting for this application, too. Thanks to *SwissCotton® BeDry*, moisture is carried away from the skin to the outside of the fabric where it evaporates quickly”.

“In every *Athleticum* store, we placed the new product at a prominent position. In combination with an attractive display, which explained the function of the garment, we called the customer’s attention. The display has been designed in cooperation with *Bühler*. The same information was also provided on a hang-tag on every T-shirt.”



Also you can better highlight the quality and exclusivity of your products by taking advantage of our marketing support. You can benefit from the excellent Swiss Quality image and use it as a strong sales argument.

For more news please visit our website www.buhler yarn.com. ■