

Klopman Media Relations

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For immediate release: October 2009

Klopman introduces more inspired ideas in corporatewear

Each and every year since the 80's, Klopman has launched a new collection of apparel fabrics for classic clothing aimed at designers of high street fashion. Always, these collections have introduced innovative cotton blends that incorporate specialist fibres to enhance the feel, drape and comfort performance of the finished fabric. Now, for the first time, a selection of these fabrics is being made available in Klopman's new Inspirations collection for corporate imagewear.

Wherever it's worn, corporatewear must make a positive contribution to shaping public perception of an organisation's brand, product or service. It has to convey professionalism and sophistication, yet at the same time create an image that is approachable, customer-friendly and reassuring. This new collection creates fresh ways to express an 'individual image' that distinguishes an organisation from its competitors. These fabrics inspire wearers with pride and motivation, whilst delivering greater comfort and freedom of movement, allowing them to work more easily and effectively.

Versatility is the keynote of the collection, which includes comfort stretch-and-recover fabrics that incorporate T400[®] fibre from INVISTA. A key feature of this fibre is that it effectively transports moisture away from the body to the outer layer of the fabric, from where it quickly evaporates. As a result the wearer feels cooler, calmer and more comfortable, with no unpleasant wetness next to the skin.

The new collection also features one of fashion's most enduring looks - denim-effect fabrics, with the authentic appeal of the original, but yet evolved to meet the needs of a new generation. Relaxed, rugged, reliable – but more comfortable than ever to wear at work.

There are also wool-effect fabrics in the collection with all the qualities required for classic styled garments – either structured or semi-structured. These have a sophisticated natural drape, and soft tactile feel and hand.

The theme throughout the new Inspirations collection is "style with practicality". And, as with all Klopman fabrics, they deliver the exceptional durability and high performance characteristics essential for a long wash and wear life-cycle.

T400[®] is a registered trademark of INVISTA.

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For further information, please visit www.klopman.com

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Europe's leading manufacturer of
polyester/cotton and cotton fabrics
for image workwear, protectivewear
and casual apparel

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About Klopman International

Europe's leading manufacturer of polyester/cotton and cotton fabrics for the image workwear, protectivewear and casual apparel markets, Klopman International offers an extensive choice of high performance fabrics with a choice of over 130 fabrics and a palette of more than 120 colours. Routinely specified by leading garment manufacturers, industrial laundries and many of the world's most well-known and highly-regarded organisations and brands, Klopman fabrics are specifically designed for use in the most demanding working environments and maintain a high quality appearance even after repeated high temperature industrial laundering. For more information, visit www.klopman.com

