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# International

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## Expo Hightex : A small revolution in the medical sector thanks to ... a disposable wipe?

MONTRÉAL - TEXEL, a division of ADS inc., has developed the first-ever large format disposable washcloth – four-times thicker than ordinary wipes, it literally replaces showering or bathing. Its antibacterial formula is certified by Health Canada and this wipe is also hydrating, it can be used to facilitate the care of patients in hospital, CHSLD or long-term care facilities or indeed anyone recovering from an operation or an accident. The wipe offers maximum comfort to patients whilst revolutionizing health and social workers daily routine.

The technology is also environmentally friendly: the wipes are recyclable, biodegradable and reduces the need to wash linen, reducing water, detergent and energy consumption. Texel also sees potential home, travel and sports-related markets for this product.

TEXEL'S HYDRABATH technology will be just one of the many fascinating innovations to be discovered at Expo Hightex 2009. If the thought of learning more about high-tech Canadian products turns you on, come down and check it out. You'll be rubbing shoulders with international industry and research leaders. Details at <http://www.expohightex.com>.

Expo Hightex showcases the latest technological advances to encourage technological and commercial partnerships. A not-to-miss industry event, it attracts one thousand business and research leaders. Though its focus is Canadian textiles, the conferences and networking opportunities are aimed at such industries as aerospace, health, protective equipment and construction. It is organized by the CTT Group, a Canadian non-profit organization dedicated to technological and commercial development.

## Practically indispensable – “Hänsel Inside”

Stagnation is a step backward. Hänsel Textil, one of Germany's leading manufacturers of interlining fabrics, has always focussed on new developments. In the year of its 101st anniversary, the Group is offering new additions to the long-standing popular product line “MicroPlus”. These innovations will be presented at the “Techtextil” in Frankfurt. Another new development is the brand and marketing concept that gives a clear overview of the expansive range of products and services.



The Hänsel Group consists of Hänsel Textil (interlining fabrics), Hänsel Verbundtechnik (laminates) and AB-Tec (adhesive webs). Internationally, the Group positions itself with a new family brand logo created by the renowned communication agency mmh.

At the Techtextil, the Group will present their new product and application concepts for the first time. “Our trade fair presentation will focus on innovative functionalities and applications that make our ‘Hänsel’ products interesting for many industries”, says Wolfgang Schulte, (Sen.) Managing Director of the time-honoured company based in Iserlohn. He adds, “So we can expand our sales activities to new markets, far beyond the apparel industry.”

Hänsel has its sight set on new horizons. With the reorganization of the product lines, the Group is well prepared to take on the international competition. Even so, Hänsel employees always emphasize the fact that the core of all productions and developments is interlining fabric made by Hänsel, made in Germany. “Hänsel Inside” will remain a major factor in the international apparel industry now and in the future.

Hänsel Textil GmbH is one of the leading producers of interlining fabrics for the apparel industry. Founded in 1908 in Forst / Lusatia, the Group now works with its own sales companies, distribution partners and representatives all over the world. For the past 60 years, the company has been true to the production facilities in Iserlohn, on the edge of the Sauerland. With more than 60 subsidiaries and partner companies, Hänsel Textil is one of the global players.

Contact: [www.haensel-textil.com](http://www.haensel-textil.com)

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