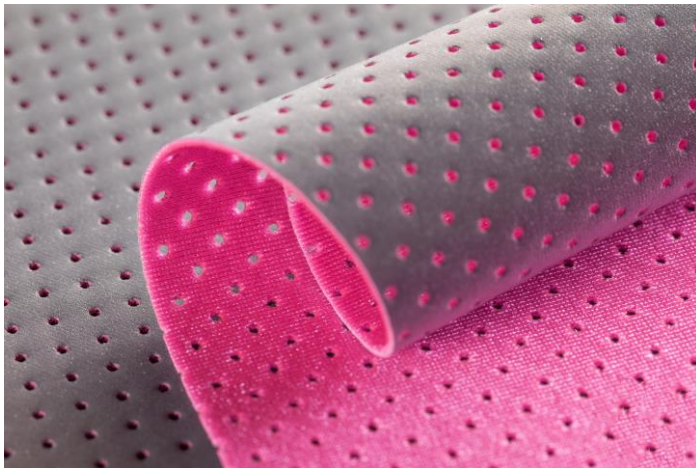


## JRC-REFLEX expands its color range

*The retroreflective materials specialist has heeded the call of fashion by developing a new range of on-trend colors for the active sportswear and athleisure markets.*

Munich, April 2018 – French-Italian retroreflective materials manufacturer JRC-REFLEX has recently expanded the range of available colors in a move to address the growing influence of fashion trends on sportswear and the current fascination for sports seen in fashion spheres.

The company has introduced seven new reflective colors that correspond to key trends. “As the use of reflective fabrics and trimming expands, we felt the need to offer more colors for brands that seek to target crossover fashion and sports uses,” says company CEO Celine Cugerone. These new references are available in large width rolls as well as tapes and piping.



For active sports end-uses that require higher levels of breathability, JRC-REFLEX has also introduced a new stretch reflective fabric with perforations that will enhance the comfort of users.

For accessories and specifically bags, the company has developed a new mechanical stretch woven reflective fabric that features improved abrasion resistance properties. This reference comes with a 100% recycled polyester backing material.

These key new developments will be showcased at the JRC-REFLEX booth at the PERFORMANCE DAYS trade fair in Munich on April 18- 19<sup>th</sup>, 2018.

### *About JRC-REFLEX*

JRC-REFLEX is a manufacturer of high-quality retroreflective fabrics and trimming. Founded in 1988, the company is based in Romans, France. Its state-of-the-art factory is located in Bergamo, Italy.

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