

Press Release:
Ismaning, May 5, 2022

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
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Overwhelming response: Branch won over by hybrid fair

PERFORMANCE DAYS: Live event scores big points with exhibitors and visitors alike

The PERFORMANCE DAYS team is more than satisfied. At long last, the fair could finally take place again live at the Messe München exhibition grounds on April 27 and 28, 2022. Accordingly, the feedback from exhibitors and visitors has been overwhelming. A total of 2,813 visitors made their way to Munich to explore the latest innovations and highlights in the fiber and material sector for the Summer 2024 season live for themselves. The fair was accompanied by a live stream service directly from the PERFORMANCE DAYS to the designated digital platform, THE PERFORMANCE DAYS LOOP. All highlights, including the informative webinars, talks, discussion rounds, and of course, all the innovations from the PERFORMANCE FORUM, along with supporting 3D materials, are now available on demand free of charge. Also presented was the launch of the new PERFORMANCE DAYS app, which relays all key information relating to the fair quickly and in compact form. The fair also witnessed the new presentation of Functional Textiles Shanghai by PERFORMANCE DAYS Forum.

Thanks also go to our sponsors Nilit, Laurema, Huntsman, Polartec, HeiQ, drirelease, Regine IQTrim and Textilwirtschaft.

Top response: PERFORMANCE DAYS hybrid fair convinces across the board
Live & digital: Finally time and space again for talks, discussions, personal interaction, inspiring encounters with a host of new contacts, along with the haptic experience and the exuberant atmosphere both days of the fair have to offer! PERFORMANCE DAYS once again managed to verify its pioneering role as the industry's leading platform specializing in functional textiles for sportswear and workwear. 2,813 visitors made their way to Munich to update themselves live at the venue on the latest fabric innovations, a first since 2019. A total of 288 exhibitors from 32 countries presented their innovations, including 186 exhibitors live at the venue and a further 102 exhibitors presenting their current wares as part of the digital presentation alternative via THE LOOP.

Focus on climate: Focus Topic highlights “The Journey to CO2 Neutrality”
Hot topic for discussion: This year's Focus Topic “The Journey to CO2 Neutrality” aims to accompany the industry on its path to climate neutrality as part of a roadmap spanning three fairs. Kicking off with the spring fair in April 2022, and ongoing until PERFORMANCE DAYS in April 2023, the organizers are on a quest for specific answers to the question “How can we save on CO2 emissions in the future?”. Accompanying this are fabric and fiber innovations that pay particular attention to climate neutrality in the long term in terms of production and processing methods. The spring fair already witnessed great examples of how CO2 reducing technologies can be

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implemented in the fiber sector to lower a fabric's CO2 footprint. News, updates and information will continue to be available online throughout the year as part of the digital sourcing platform THE PERFORMANCE DAYS LOOP. *Thanks also to ClimatePartner and HIGG for supporting the Focus Topic as partners.*

Informative & innovative: Informative and inspirational Expert Talks
There was yet again much praise for the exciting Expert Talks Program. Visitors could choose from a total of 16 talks as part of the PERFORMANCE DAYS. These included a few evergreens such as the Fabric Talk with Alexa Dehmel, the Trend Talk with Nora Kühner, as well as stimulating discussion rounds and talks from experts on this year's Focus Topic. How can a reduction in carbon consumption be implemented? Can hemp contribute in lowering our global carbon footprint? How can we limit the loss of fibers in textile manufacturing and in washing processes? All Expert Talks are now available online and accessible via THE LOOP.

ECO PERFORMANCE & PERFORMANCE AWARD: PERFORMANCE FORUM with two winners

The jury of this year's PERFORMANCE FORUM once again boasted the support of top-class participants, among them textile specialist Charles Ross and Eva Gruber, Senior Material Developer at Mammut. Two awards were presented for outstanding fabrics - which witnessed Spring 2024 honoring the PERFORMANCE AWARD WINNER, with the prize going to Taiwan Axroma Technical Textile Co., and also the ECO PERFORMANCE AWARD WINNER, presented to Brookwood Companies Inc.. In light of the new Focus Topic, three sustainable icons were added to the Performance Codes: carbon-reduced, carbon-neutral and natural fibers. In total, more than 17,000 material innovations can be viewed online in the Marketplace, with 9,101 free samples ordered last season. It's well worth taking a look at!

PERFORMANCE DAYS' founder Marco Weichert is delighted with the first live fair since 2019: *"We are overwhelmed by the positive feedback and the response we've received from exhibitors and visitors alike! This clearly shows how important a physical get-together is for our industry. The personal interexchange with each other, along with the haptic experience itself remain irreplaceably "state of the art" - and in combination with our digital platform THE LOOP, we are ideally positioned to provide the branch with compact and up-to-date information worldwide and around the clock all year round. We are already looking forward to the Winter Edition of PERFORMANCE DAYS, which will take place uniquely at the MOC Order Center in Munich."*

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And here are the trade fair dates for 2022:

- Functional Fabric Fair by PERFORMANCE DAYS New York 19-20 July
- Functional Textiles Shanghai by PERFORMANCE DAYS 09-10 October
- Functional Fabric Fair by PERFORMANCE DAYS Portland 26-27 October
- PERFORMANCE DAYS Munich 03-04 November

With the latest scheduling, PERFORMANCE DAYS Munich facilitates the industry's wish to exchange information concerning innovations, highlights and trends for the Winter 2024/2025 season at an earlier stage. In order to respond effectively to these needs, the fair will be held at the MOC Order Center on a Thursday and Friday as a once-only venue. The PERFORMANCE DAYS winter edition 2023 will be even put forward to October.

Register now for free for the digital sourcing platform THE PERFORMANCE DAYS LOOP to stay up-to-date on highlights such as inspiring material stories, released every two weeks!
<https://www.performancedays.com/loop.html>