



**PRESS RELEASE**

For Immediate Use

## **DENIM MAKER CANDIANI SPA CLINCHES ITMA 2019 SUSTAINABLE INNOVATION AWARD**

20 June 2019 – One of Europe’s largest denim producer, Candiani SpA has won the ITMA Sustainable Innovation Award, held in conjunction with ITMA 2019. Its innovative product, Candiani Re-Gen is a ‘circular denim’ fabric created from regenerated and recycled raw materials.

Fifty per cent of the Re-Gen fabric comprises Tencel x Refibra Lyocell made of pulp from cotton scraps and wood pulp using Lenzing’s efficient closed-loop process; the other 50% consists of post-industrial recycled Candiani fibres. Candiani’s fabrics are also dyed using green technologies, resulting in substantial reduction in the use of water and chemicals in the fabric production and jean washing process.

According to Mr Alberto Candiani, President of Candiani SpA, the fabric was created to commemorate Candiani’s 80th anniversary. He said, “We are a strong believer in sustainability. In creating the Re-Gen fabric, we leveraged Lenzing’s Tencel Lyocell fibres with Refibra technology, and combined it with our inhouse expertise to create an innovative product that is fashionable and environmentally friendly at the same time.”

Nominated for the award by ITMA 2019 exhibitor Lenzing Ag, Candiani SpA received the trophy from CEMATEX president Mr Fritz P. Mayer, at a presentation ceremony on the opening day of ITMA 2019.

Mr Mayer said, “We would like to congratulate both Candiani and Lenzing for their excellent collaboration. CEMATEX launched the ITMA Sustainable Innovation Award in 2015 as we would like to encourage greater industry collaboration and synergies, as well as spur more research and development efforts. Ultimately, we need innovation to drive our business and contribute to a more circular economy.”

The two other finalists of the ITMA Industry Excellence Award - Levi Strauss & Co, and Lee – were also praised for their efforts to introduce green innovations into their products and processes.

Winner of the first ITMA Sustainable Innovation Award in 2015, Levi Strauss & Co launched FLX Customisation Studio which revolutionalises in-store customisation by allowing customers to pick their denim finish and create a unique pair of jeans in less than two hours. The mobile studio uses sustainable garment finishing technologies and operates on 100% recycled water. It leverages ITMA exhibitor Jeanologia’s water recycling system, H2Zero.

Established denim jeans brand Lee leverages Tonello’s innovative garment finishing system for its denim jeans. The All-in-One System combines four technologies that drastically reduces the water needed in the finishing stages of jean manufacturing thus reducing processing time and total production cost.

### **Research & Innovation Excellence Award**

The ITMA Research & Innovation (R&I) Excellence Award for Master’s students of R&I Pavilion exhibiting institutions is won by Mathias Zidda, Institut Für Textiltechnik, RWTH Aachen University for his thesis: Development of a gear driven 3D rotational braiding machine and its control concept. He receives prize money of 10,000 euros.



The first runner up is Ms Sarika Sunil Borikar of D.K.T.E. Society's Textile & Engineering Institute (thesis: Sanitary Napkin: A Greener Approach), followed by Ms Pamela Massaccesi of Universidad De Buenos Aires (thesis: TUTTI – Reusable Food Wrapping).

The ITMA Sustainable Innovation Award is one of the components of ITMA Innovation Lab which brands a series of activities promoting research and innovation. Other components are the Research and Innovation Pavilion, Speakers Platform and the Innovation Video Showcase.

---

#### **About CEMATEX & ITMA**

The European Committee of Textile Machinery Manufacturers (CEMATEX) comprises national textile machinery associations from Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland and the United Kingdom. It is the owner of ITMA and ITMA ASIA. Considered the 'Olympics' of textile machinery exhibitions, ITMA has a 68-year history of displaying the latest technology for every single work process of textile and garment making. It is held every four years in Europe.

#### **About ITMA Services**

Headquartered in Brussels with a subsidiary in Singapore, ITMA Services is the appointed organiser of ITMA 2019 and future ITMA branded exhibitions. It is managed by professionals with extensive experience in organising ITMA and other major trade exhibitions around the world. It aims to maintain and expand ITMA's unique selling proposition and relevance to a global audience.

---

Issued by CEMATEX and ITMA Services.

Contact:

Ms Daphne Poon  
ITMA Services  
Tel: +65 94789543  
Email: [daphnepoon@itma.com](mailto:daphnepoon@itma.com)  
[www.itma.com](http://www.itma.com)