

# Review of 2021, horizon scanning for 2022 and Heimtextil 2022

**Despite its challenges, 2021 proved to be a very successful year for Trevira, with total turnover coming in higher than expected at around 232 million EUR. As early as the first quarter of 2021, Trevira saw a significant upswing in all areas, a development stimulated by the roll-out of the vaccination programme and the consequent hope for a speedy end to the pandemic.**



The market continued to give increasingly positive signals, especially in the area of home textiles. This followed a challenging year for Trevira CS® in 2020, when the hotel and events sector was under especial pressure as a result of lockdown measures. By contrast, 2021 saw a revitalised market, with significant improvements in important regions such as Italy, Germany and Scandinavia. However, Trevira also faced major challenges as a result of massively increased costs, especially for energy, but also for raw materials, chemicals and packaging.

The first five months of 2022 continued to go well, and we are seeing major development activities from our customers in relation to our new Trevira CS brands. The overall trend towards sustainability continues and is reflected in the high demand for our Trevira CS eco

product. Our UV-resistant, spun-dyed filament yarns –which were developed specifically for the outdoor market and are not only flame-retardant but also demonstrate excellent resistance to light and tearing– are also experiencing high demand, with the cruise shipping industry gradually gaining in momentum after two long Covid years.

Looking ahead to developments in our Trevira CS business in 2022, we anticipate that the upswing from the catch-up effect after the Covid lockdowns will have a greater impact than the potential downsides caused by rising energy and materials prices and the resulting economic inflation.

The integration of Trevira GmbH in parent concern Indorama Ventures PCL has progressed at speed. The Trevira business unit “Fibres”, based



© Trevira GmbH / The Trevira CS Fabric Competition 2022 jury. From left, Anke Vollenbröker/Trevira GmbH, Markus Hilzinger/Markus Hilzinger Studio Berlin, Natalija and Bernhard Zimmermann/BZ.BBI

in Bobingen, has been allocated to “Vertical Hygiene”, with the business unit “Filaments” now assigned to “Vertical LifeStyle”, thus benefitting from synergies arising out of our close work with various sister companies. “Hygiene” and “LifeStyle” were represented at an Indorama joint booth together with the third vertical, “Mobility”, at the Techtextil in Hall 9.1, booth D05.

Thanks to this advanced integration of Trevira GmbH within Indorama Ventures PCL, the Trevira CS brand will in future be marketed as an Indorama brand. This shift was stressed at the Trevira CS booth at the Heimtextil Summer Edition.

Trevira GmbH’s LinkedIn channel was rebranded as a Trevira CS channel, offering the opportunity to present more news in relation to Trevira CS brands and their built-in safety concept.

## Trevira CS at the Heimtextil Summer Special

The Trevira CS was represented at the Heimtextil 2022 trade fair, which this year took place as a one-off summer special in Frankfurt (Main) from 21 to 24 June. The booth featured over 260 exciting, diverse, flame retardant Trevira CS fabrics in an installation representing a long-stay apartment.

In the hotel market, the long-stay apartment segment has experienced exponential growth as a result of changing work models, lifestyles and living concepts as well as the housing deficit in many major cities. Its increasing importance is reflected in the choice to make it the focus of this year’s Trevira CS booth. “The Long Stay Apartment by Trevira CS” will offer visitors, especially interior designers, decorators and furnishers, the chance to take a closer look at the extensive choice of cutting-edge, innovative applications for Trevira CS fabrics on the contract market.

In preparation for the apartment design, Trevira opened up its traditional Trevira CS Fabric Competition at the end of 2021. All Trevira CS customers were invited to submit their newest Trevira CS products on the basis of specific requirements. The winning fabrics were announced at the fair and were given especial prominence in the booth.

## Trevira CS Fabric Competition 2022

To enter the 2022 fabric competition, suppliers of flame retardant Trevira CS fabrics were invited to submit articles on specified trending topics. Around 430 entries were submitted, with about 260 being selected to form part of the “Long Stay Apartment” installation at the Trevira Heimtextil booth.

In addition, a jury selected 15 prize-winners, with awards made on the basis of the criteria innovation, technical execution, functionality, trend awareness, sustainability and longevity/timelessness. The members of the jury were Markus Hilzinger (Markus Hilzinger Studio Berlin for Interior Design and Art Consulting), Natalija & Bernhard Zimmermann (BZ.Bildung-Beratung-Innovation / Leipzig) and Anke Vollenbröcker (Trevira GmbH).

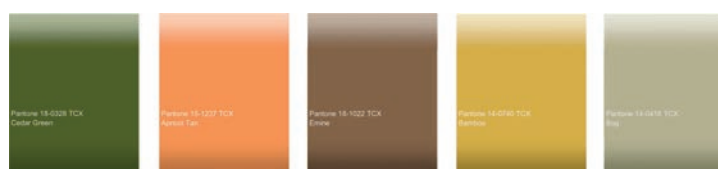
## Trending Topics

At the heart of this year’s Trevira CS Fabric Competition were five trending topics. These topics draw in particular on the experiences that we have lived through together as a society during the pandemic, but also tune into the urgent question of sustainability. The pandemic revealed the fragility of our social systems and institutions, but also the vulnerability of each and every one of us. Like a magnifying glass, it

highlighted the faultlines and problems in our society – yet it also gave new impetus to changes and solutions. On an emotional level, the loss of certainty, but also the fact that we were forced to stop and slow down, led to greater reflection on what really matters. Our desires and needs are making themselves felt more clearly, demanding their rightful place in our lives. New challenges await – let’s face them!

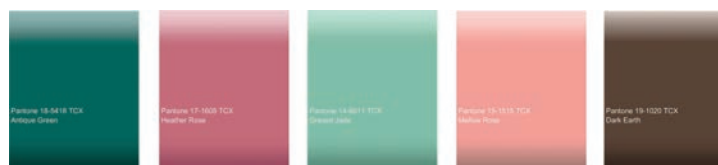
### Topic 1: We are all nature lovers

The trend towards a return to nature has been given an immense positive boost in recent times. Climate change has made us more aware of the need to protect the environment, while many people also turned to nature as a refuge and source of strength during the pandemic. These developments have brought about a new shift in interior design. Textures and colours embrace the natural world, while materials must demonstrate that they meet the new requirements of ecological design.



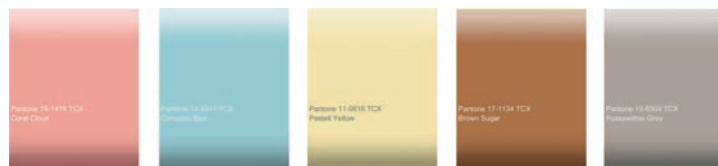
### Topic 2: My new jewels

In lockdown, we came to value our homes as the most precious places in our lives. Living spaces have taken on a new importance. High-grade materials, standing for quality and longevity, enrich our interior furnishing, while soft, voluminous textiles in colours of precious stone create an elegant living atmosphere.



### Topic 3: Letting myself fall

We’ve learned that life is uncertain and fragile. We long for an environment where we can relax and let go. Pastel tones, combined with grey and brown, create a soft atmosphere, fulfilling our need for safety, simplicity and togetherness.



### Topic 4: I can see clearly now

Focus on what matters. The pandemic crisis has taught us that this mindset not only works but can also open up new opportunities. Our growing need for clarity, transparency and depth finds expression in different shades of cool blue. The effect is intensified by a monochrome colour palette, broken only by nuances of grey and golden brown.





## Topic 5: Going to explode

This topic tunes into our craving for colour, movement, dynamism, contact and exchange. Enough of retreat and reflection – let's get loud!



## Trevira CS Fabric Competition 2022: The Prizewinning Entries

**Dimmer Play** by **Création Baumann** is a blackout fabric with a sound-absorbing quality. The fabric is digitally printed with a stripe design and can be used vertically or horizontally. The fabric width is 300 cm. Dimmer Play is especially notable for its modern colour scheme complemented by an attractive glossy finish, in a design that would be right at home on the catwalk. The jury especially praised its **functionality** and **trend awareness**.



©Trevira GmbH / Création Baumann AG: "Dimmer Play"

**Zora** by **Stieger** impressed the jury with its unique look featuring all-over tone-in-tone embroidery. This creates the impression of a basketwork, awakening associations with Japanese design. Designed as a floor-to-ceiling curtain fabric, Zora's attractive look means it is also great for accessories such as cushions. Besides the **unique aesthetic** of the piece-dyed fabric, the jury also singled out its **technical execution** as a reason for their choice.



© Trevira GmbH / Engelbert E. Stieger AG: "Zora"

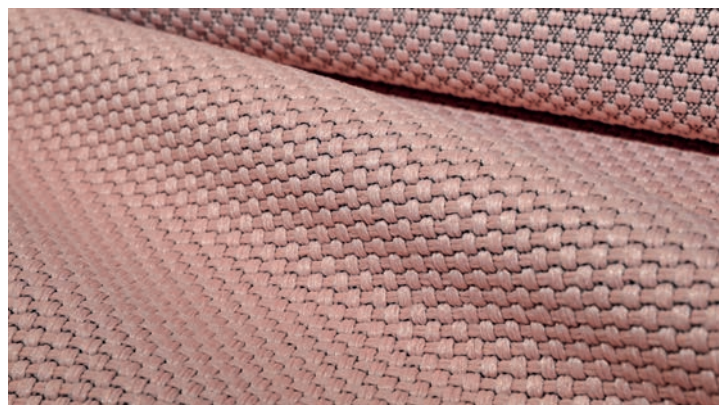
The fancy yarn manufacturer **Baroni** has mastered the art of creating yarns from flame retardant Trevira products that are indistinguishable from those made of natural fibres. One of these yarns is **Nora**, shown here in a fabric combined with the yarn Roxy. Both yarn and fabric recall heavy linen. The dual colour of the yarn is another feature giving

it a more natural look. The jury was impressed here with the **technical execution** that makes it possible to give polyester yarns the look of coarse linen.



© Trevira GmbH / F.lli Baroni S.r.l.: "Nora"

With its article **Nabucco**, manufacturer **Fidivi** brought a hugely high-performing fabric to the competition. Weighing in at 920 g/m<sup>2</sup> and 120,000 Martindale, Nabucco can meet the most challenging requirements. Yet you'd never know it was a hard-hitter from its light, pastel colour palette. The obverse adds a basketweave effect, while the plasticity of the 3D optics and the soft handle emphasise the fabric's voluminosity. An attractive reverse adds to the overall picture. Nabucco is available in 19 engaging colours. This apparent simplicity is art that conceals art, with a unique interplay of performance, volume, handle and colour. The jury particularly liked the way this fabric combines **functionality** with **trend awareness**.



© Trevira GmbH / FIDIVI Tessitura Vergnano S.p.A.: "Nabucco", Col. 4022

With its fabric **Time**, **Lodetex** has produced a sustainable, flame retardant material that has been granted the Trevira CS eco trademark. Its consistent crepe-like appearance lends a look of simplicity, while its attractive drop captivates the viewer. A pleasing degree of translucency completes the picture. The jury was particularly impressed with the **fine aesthetic** of the fabric in combination with its **sustainable features**.



© Trevira GmbH / Lodetex S.p.A.: "Time"



Forasassi's **Ricciolo** brings natural materials to mind – say, the bark of a tree. A masterly **technical execution** goes hand in hand with a clear **trendawareness**. The irregular, yet harmonious structure, more usually found in natural materials, is embedded here in a textile fabric made of flame retardant polyester yarns. In the world of interior design, Ricciolo is a textile that excellently complements materials such as wood and stone.



© Trevira GmbH / Manifattura Forasassi s.r.l.: "Ricciolo"

Roxana by Mario Sirtori is an embossed velvet that instantly stands out from the crowd thanks to its metallic sheen. The article is piece-dyed using a mechanical process to create an irregular look: velvet – a textile known for its comforting handle – teams up with technology. The **technical execution** and the on-trend **metallic-gold colour** were the key elements that impressed the jury.



© Trevira GmbH / Mario Sirtori S.p.A.: "Roxana 01 Bubbler", Col. 1004

Petrol-coloured **Firestone CS Crash** by Pozzi Arturo is a real head-turner, captivating the viewer with its unusual "used look". The heft, heavy drop and handle all add to the high-grade, sophisticated character of this product. The article is piece-dyed and uses a special dyeing technique to create a unique pattern that appears to be random, never repeating itself, thus creating the impression of a hammered velvet. The jury praised the high level of **innovation** and **trend awareness** in this successful new development.



© Trevira GmbH / Pozzi Arturo S.p.A.: "Firestone CS Crash", RV0132, F81



© Trevira GmbH / Pugi R.G. S.R.L.: "Mirage", Col. 386

**Mirage** by Pugi is a true classic. The slightly granular structure lends the crepe weave a **timeless** appearance, making it suitable for a variety of applications, especially as it is also extremely hard-wearing. The construction of the fabric adds a light stretch, and it can be used both vertically and horizontally. Mirage is available in numerous colours, with bespoke colours also available. The texture is light and modern, while the pastel tones lend it an **on-trend feel**.

This year, as in the past, the jury of the Trevira CS Fabric Competition simply couldn't resist **Rubelli's** creations. Its fabric **Arianna**, a jacquard with a silky appearance and decorative pattern, draws you into a labyrinth where you can't help but enjoy losing yourself, only to find yourself again. The pattern references both the Cretan labyrinth at Knossos, but also the appealing green mazes found in the gardens of Veneto villas. The regular hexagonal shapes create an extremely well-balanced geometric pattern. The jury commended the fabric for meeting the criteria of **excellent technical execution** along with **trend awareness** and **longevity**, the latter demonstrated respectively by a finely-tuned palette of powdery colours and a classic, timeless pattern. The fabric is also particularly interesting thanks to the 3D appearance of the design with its shadow effects.



© Trevira GmbH / Rubelli S.p.A.: "Arianna 30421-04", Col. Rosa

The fabric **Palmyra**, made by Skopos is based on an archive design. Its pattern is printed on the Trevira CS velour "Beau", which has formed



© Trevira GmbH / Skopos Fabrics Ltd.: "Palmyra, Sail" (printed onto "Beau")



part of the Skopos range since 2012. The large-scale design is extremely decorative and can be used for a variety of products, such as curtains, upholstery, bedspreads and cushion covers. It is available in 12 colour schemes. The matte sheen and the pattern colours, carefully chosen to complement each other, give the fabric a noble appearance. It is also **on-trend** with its scenes from nature.

**Svensson** won the jury's vote with an **all-rounder**. As a sound-proof dim-out curtain, **Noun** reduces noise and reverberation whilst letting in only minimal light. The tight satin weave, with its natural sheen and elegant drape, ensures that both noise and light can be regulated effectively. Noun is 300 cm wide and available in 15 colour variations, from classic steel grey and warm coppers to shimmering turquoise hues. All articles are yarn dyed, lending the fabric a vibrant, almost metallic look. The interplay between the different yarns creates a depth that from a distance lends an almost monochrome appearance. Noun is a **timeless**, easily integrable curtain fabric that imparts a sense of tranquillity. It is ideal as a screen for creating new spaces and an appealing ambience. The pleasant handle rounds off the positive feel of Noun.



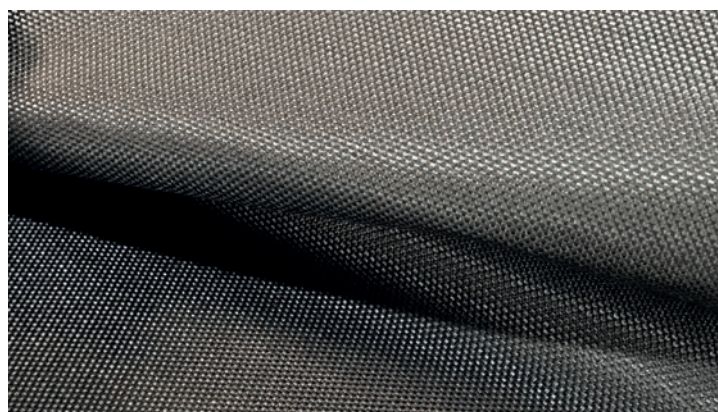
© Trevira GmbH / Svensson: "Noun 8000"

**Tintoria Sala's Eco Zeus** is made of recycled material created from residual waste (pre-consumer) and is suitable for producing fabrics with the Trevira CS eco trademark. The dual-coloured yarn creates a delightful **mélange** effect, while the fabric is reminiscent of linen/viscose and other textiles made of natural fibres.



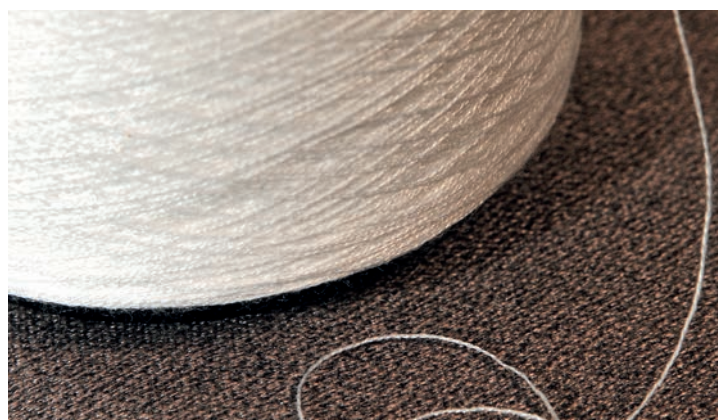
© Trevira GmbH / Tintoria Sala s.r.l.: "Eco Zeus"

**Verotex AG** is the first company to receive the Trevira CS eco trademark for a fabric that can be used for interior sun protection. **Verosafe 12.412** uses recycled fibres manufactured in a pre-consumer process along with filament yarns made out of PET bottle flakes (post-consumer). Rather than employing a chemical finish, Verotex AG uses a hot-melt adhesive fibre by Trevira to create the stiffness in the material. Here, the jury particularly singled out the use of **sustainable materials**, meaning that there is now a sustainable, flame retardant product that can be used for interior solar shading.



© Trevira GmbH / Verotex AG: "Verosafe 12.412", Fb.27

The spinning company **VLNAP** entered the competition with a prototype – **Peridot Cat**, a yarn with a cationically dyeable component. Due to the different colour absorbing abilities of the yarn components, a beautiful **mélange** look is created during piece dyeing. The fabric looks as though made from **natural fibres**.



© Trevira GmbH / VLNAP: "Peridot Cat"

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## About Trevira CS and Trevira GmbH

Trevira CS is a brand name registered by Trevira GmbH. Trevira GmbH is an innovative European manufacturer of high-value branded fibres and filament yarns for technical applications and hygiene products as well as for home textiles, automotive interiors and functional apparel. Two production sites and a Marketing and Sales office with a total of approx. 930 employees are located in Germany. These are supported by an international marketing and sales organization. In 2021, sales amounted to around 224 million EUR. The head office of the company is located in Bobingen near Augsburg. Owner of Trevira GmbH is Indorama Ventures PCL, Thailand. Trevira's filament business is part of Indorama LifeStyle Europe and Trevira's staple fiber business is part of Indorama Hygiene.

Trevira has a worldwide reputation for fibres and yarns for flame retardant polyester home textiles (Trevira CS), for its fibre specialties for hygiene products and technical nonwovens as well as for low-pill fibres for functional apparel.

[www.trevira.com](http://www.trevira.com)