

# The LYCRA Company

**FOR IMMEDIATE RELEASE**

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## **The LYCRA Company to Exhibit Newest LYCRA® Brand Innovations at ISPO Munich** 莱卡公司在 ISPO 慕尼黑站展出最新 LYCRA® (莱卡®) 品牌创新成果

**WILMINGTON, Del. – January 20, 2020 –** The LYCRA Company, a global leader in developing innovative solutions for the apparel industry, will showcase the most ground-breaking line up of innovations at ISPO Munich in years. Attendees can learn about new LYCRA® FitSense™ technology, LYCRA® MyFit™ fibre, LYCRA® EcoMade fibre and Planet Agenda, The LYCRA Company's sustainability platform.

特拉华州威尔明顿, - 2020年1月20日 - 莱卡公司, 为服装行业开发创新纤维和技术解决方案的全球领导者, 在 ISPO 慕尼黑站展出突破创新系列产品。参观者可以了解 LYCRA® FitSense™ (莱卡®智塑) 技术、LYCRA® (莱卡®) MyFit™ 纤维和 LYCRA® (莱卡®) EcoMade 纤维, 以及莱卡公司可持续发展平台 Planet Agenda (地球议程)。

“We are very excited to showcase our latest innovations for activewear, sportswear and athleisure apparel at ISPO,” said Julien Born, President, Apparel, The LYCRA Company. “We look forward to working with brands, and their supply-chains, to create offerings that bring tangible value to garments, consistent with consumers’ active lifestyles and their desire for lasting comfort, fit and shape”.

“我们很高兴在 ISPO 上展示我们在运动服装和运动休闲服装领域的最新技术。”莱卡公司服饰部总裁 Julien Born 说道, “我们期待与品牌及其供应链合作, 创造能给服装带来更多功能价值的产品, 满足消费者对积极的生活方式以及持续舒适、合身和优美形体的渴望。”

**LYCRA® FitSense™ technology** is a patented water-based dispersion that features the same molecule as LYCRA® fibre, but in liquid form. This revolutionary innovation is screen printed onto fabric containing LYCRA® fibre to provide lightweight, targeted support exactly where it is needed most. This solution offers unlimited design possibilities for brands and retailers and may also help streamline garment manufacturing by eliminating sewn-in panels and extra seams.

**LYCRA® FitSense™ (莱卡®智塑) 技术** 是一种专利水溶性分散液, 其功能与 LYCRA® (莱卡®) 纤维分子相同, 但形态为液体。这项革命性的创新是采用丝网印花技术印制到含 LYCRA® (莱卡®) 纤维的面料上, 形成定向轻盈支撑。同时, 能通过消除缝制衣片或者额外的缝合线来简化服装制造, 为品牌和零售商提供无限的设计可能。

**LYCRA® MyFit™ fibre** is a patent-pending new polymer engineered to deliver a customized fit experience by offering greater shape tolerance for a range of body types within a size. This exciting innovation is the only global solution that directly addresses major consumer needs around fit, which can help brands reduce returns, increase consumer satisfaction, and build brand loyalty.

**LYCRA® (莱卡®) MyFit™ 纤维** 是一种正在申请专利的纤维技术, 采用新型聚合物设计以提供更好的舒适性和贴合性。成品更具弹性, 并且能针对各种体形提供有如量身订造的贴合体验。这项振奋人心

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的创新是全球唯一可以直接解决大部分消费者合身需求的方案，有助于减少品牌退货，增强消费者满意度，并建立品牌忠诚度。

The LYCRA Company is also featuring its first branded elastane that is made with pre-consumer recycled materials at ISPO. **LYCRA® EcoMade fibre** offers the same performance as the original LYCRA® fibre but is made partly with fibre waste collected at the company's manufacturing sites, which is blended with virgin polymer at specific concentrations. This sustainable solution reduces waste and puts it back into production.

莱卡公司还在 ISPO 展会上特别展出其首个采用未经使用的废弃回收再生材料制成的弹性纤维品牌。**LYCRA® (莱卡®) EcoMade 纤维**与原先的 LYCRA® (莱卡®) 纤维具有同样的性能，但是采用在公司生产基地收集的废料与新造聚合物以特定浓度比例混纺而成。这种可持续解决方案能减少浪费，并把废料再次用到生产中。

ISPO attendees can also learn about Planet Agenda, The LYCRA Company's commitment to building a more sustainable future. The platform has been created to provide insights, technologies, products, and processes that can help customers reduce waste, save energy, extend garment wear life and more. Planet Agenda is built around three interdependent pillars: product sustainability, manufacturing excellence, and corporate responsibility. Learn more at [LYCRA.com/sustainability](https://www.lycra.com/sustainability).

ISPO 参观者还可以了解地球议程，即莱卡公司致力于构筑更加可持续发展未来的平台。该平台提供相关洞察、技术、产品和流程，帮助客户减少浪费，节约能源，延长服装的穿着寿命等。地球议程围绕三大相互依存的支柱：产品可持续性、卓越制造和企业责任。更多信息请访问 [LYCRA.com/sustainability](https://www.lycra.com/sustainability).

Visit ISPO stand C1.355 to learn more about The LYCRA Company's latest innovations and Planet Agenda. ISPO is a leading multi-segment trade fair for sports that takes place January 26-29. Go to [ISPO.com](https://www.ispo.com) for show information.

敬请光临 ISPO 展会 C1.355 展位，了解更多关于莱卡公司最新创新成果以及地球议程的信息。ISPO 是领先的体育综合业务板块贸易展，于 1 月 26-29 日举行。敬请访问 [ISPO.com](https://www.ispo.com) 获取展会信息。

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## About The LYCRA Company

The LYCRA Company innovates and produces fibre and technology solutions for the apparel and personal care industries, as well as specialty chemicals used in the spandex and polyurethane value chains. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, TACTEL®, and TERATHANE®. While The LYCRA Company's name is new, its legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fibre. Today, The LYCRA Company is focused on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance. For more information, visit [www.thelycracompany.com](https://www.thelycracompany.com).

LYCRA®, FitSense™, and MyFit™ are trademarks of The LYCRA Company.

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## 关于莱卡公司

莱卡公司为服饰和个人护理行业生产创新的纤维并提供先进技术方案，同时为氨纶和聚氨酯价值链提供特殊化学品。莱卡公司总部位于美国特拉华州威明顿，其创新的产品，技术专长以及强大的市场营销支持享誉世界。莱卡公司拥有众多领先的消费者及行业品牌，包括 LYCRA®, LYCRA HyFit®, LYCRA® T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX® 和 TACTEL®。公司虽然新成立，但是其业务可以追溯到 1958 年，独创的氨纶纤维—LYCRA®（莱卡®）纤维诞生。今天，莱卡公司专注于为客户产品增值，通过开发独特的创新方案，满足消费者对舒适和持久性能的要求。更多信息，请访问 [www.thelycracompany.com](http://www.thelycracompany.com)。

LYCRA® (莱卡®), LYCRA® FitSense™ 和 LYCRA® MyFit™ 是莱卡公司拥有的商标。