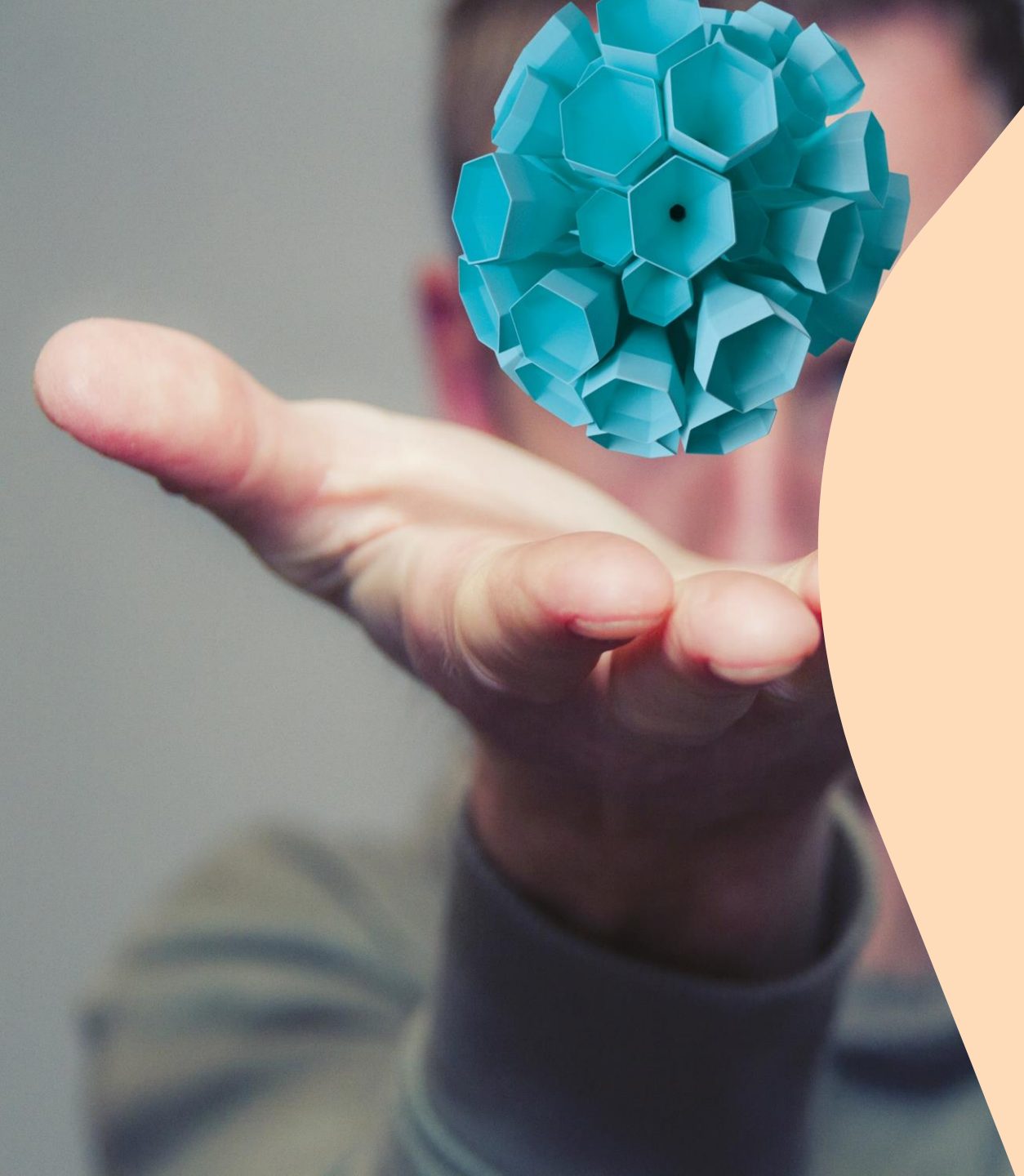
The NW Material Show 2022
trends report

August 10th-11th 2022, Portland OR

Fabien DARCHE, Strategic Marketing Americas COA
September 2022



Hi, welcome to EMD Surface Solutions!

Since more than 360 years, as part of our Journey as a vibrant company of Science and Technology, we developed curiosity about our world and what surrounds us.

This is why part of our mission is to bring to our partners and customers, insights and trends visions from different perspectives.

This information is not necessarily directly related to our activities; however, it could contain relevant trend markets insights that could be adapted or transferred in short or mid-terms to cosmetics, coatings or industrial applications.

Enjoy the Journey with us!

THE MATERIALS SHOW

The NW Material Show 2022

The Materials Show is an initiative of AmericanEvents. Specialized in advanced and innovative materials, this fair happens in Oregon, Northwest, to feed principally Nike headquarters and then transfers to Boston, Northeast to attend Reebok and New Balance.

For two days, the event brings together professionals from sportswear and sneakers industry, designers and worldwide material suppliers.

The NW 2022 edition happened on August 10th and 11th 2022 at the Oregon Convention Center, in Portland.

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The show

overview of the show

+200 exhibitors

Complete list here :
https://americanevents.com/nw-exhibitor-list/

NW show

overview

NW show

overview

02

Main trends

Conceptual moodboards for Spring/Summer 2024

WOW!


24 SS'
CONCEPT BOARD
COMPUTER EMBROIDERY
What is Computerized Embroidery?
lacy
PANTONE 18-0601 TPX
PANTONE 14-4318 TPX
PANTONE 15-1816 TPX
Transparent + Embroidery
EMBROIDERY
sleeves
WOW!

sustainability

Probably the main theme dealt during the fair, sustainability has definitely become a reality in the sector.

Fabrics have to come from recycled or natural sources.

Masterbatches have to claim at low carbon footprint.

Story-telling from suppliers are very importante, even more if they can be transmitted to the final consumer. A few examples will be detailed in the next section.

transparency

Transparency for footwear and active wear is synonymous of lightweight, performance and breathability.

Ripstop fabrics and technical kettens were strongly showcased with these qualities and attributes.

STADS

As Illustrated at the beginning of this section, Spring/Summer 2024 materials will respond to **STADS** acronym. That is to say, **Stretch** will be expected though more elastic materials.

Translucent effects will contribute to modernity, as well as **Adhesive** features (ideally with sustainable solutions). This will result into **Durable** design.

Of course, comfort will remain priority with application os **Soft** materials and solutions

03

Highlights

coffee yarn

As part of new ways to produce more sustainable materials, with reduced carbon footprint, ground coffee beans have been implemented.

www.jia-zhantextile.com

Coffee yarn

- Coffee beans are firstly grounded and added to a compound of recycled PET materials.
- The obtained masterbatch is then extruded to produce a yarn which will be used to produce fabrics materials

- Coffee yarns demonstrated adavantages compared to cotton yarn in relations to the following features :
- _ UV protection
  _ Odour control
  _ Fast drying
  _ Cool touch.

pineapple yarn

Benefiting from the abundance of pineapple in Taiwan, this supplier had the idea to use this fruit's leaves as a natural compound for masterbatch, to produce yarn.

www.jia-zhantextile.com

Pineapple yarn

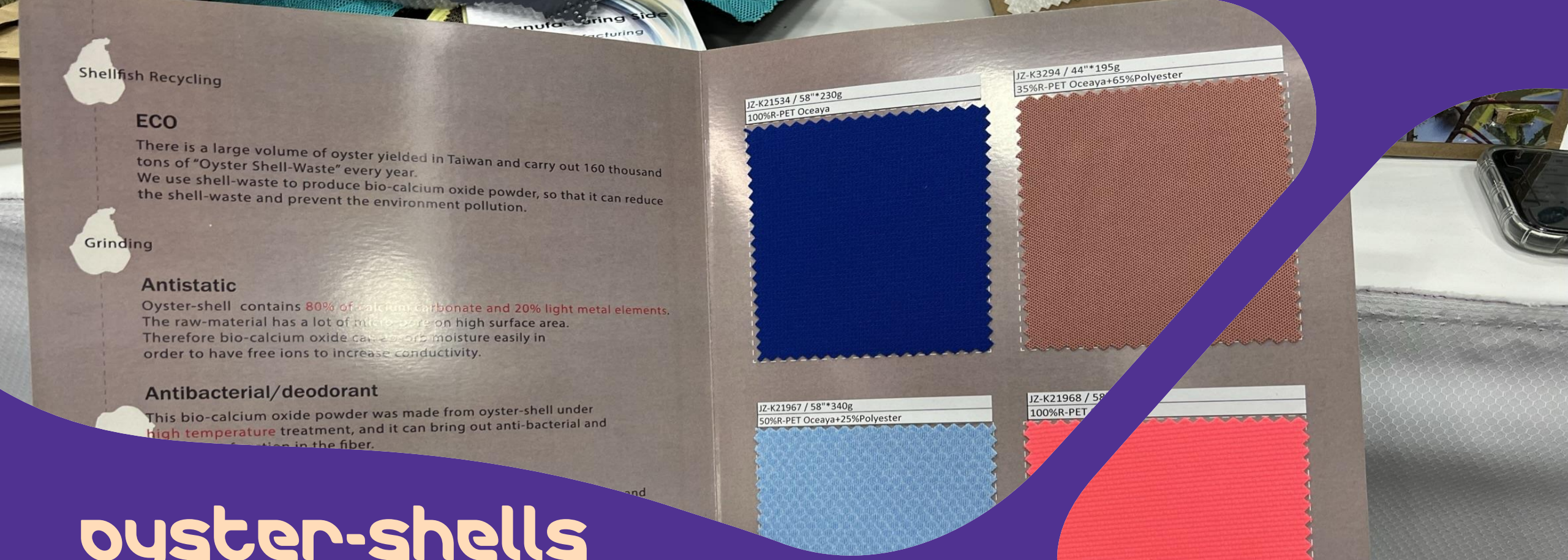
- Mature pineapple leaves are harvested and stripped to extract fibers.
- Two types of fibers are generated though the process. The finer ones are used to produce organic yarn which could be mixed to organic cotton.
- Tha main advantages of using this material are the following :

  _Eco friendly

  _Save water and energy

  _Breathable material

  _Reduce agricultural waste



oyster-shells recycling

To reduce the oyster shell waste and prevent environment pollution, shells are transformed into bio-calcium oxide powder which could be added to masterbatch to produce yarn with special properties.

www.jia-zhantextile.com

Oyster-shells recycling

- After harvest, oyster-shells are grinded and processed with high temperature to extract bio-calcium oxide powder.
- Through this process, the material gains antibacterial and deodorant properties that could be brought into the fabric fiber.
- As a final step, the powder is added to a PET recycled compound to form a masterbach which will be extruded to produce yarn.

Nylon from recycled nets

With the intent of reducing marine waste, used fish nets are collected and processed to produce nylon chips that would be integrated to a new masterbatch to create yarn.

www.jia-zhantextile.com

www.wintex.co.kr

Nylon from recycled nets

- With fish industry growing up globally, over 1000 T of marine waste are rejected in the oceans worldwide. These litter pieces are mainly nylon fishermen’s nets.
- By collecting these items, it’s possible to sort them by type, then to cut them.
- The cut parts are then heated and polymerized to create new nylon chips.
- The chips can then be extruded to create new yarns to produce fabrics mixed with Nylon or recycled PET.

wool textiles

Wool is returning to the market with a strong asset of recyclability. As a sustainable solution it offers unique biodegradable properties.

www.jia-zhantextile.com

Wool textiles

- Wool has an animal origin, and through sheep's pasture it’s gaining exclusive properties.
- By containing keratin protein, which can be broken down by microorganisms it has an easy biodegradability process.
- The material could be combined to PS or recycled PET.

- The main advantage of using this product are the following:

_ Quick biodegradability

_ Through degradability process, returns essential nutrients to the soil

_ No microfiber pollution.

Algae foam

Green algae has turned itself an environmental problem, as it proliferates in clear waters. This projects aims to clear the water and use the algae as a “green” substrate to produce EVA foam.

www.bloommaterials.com

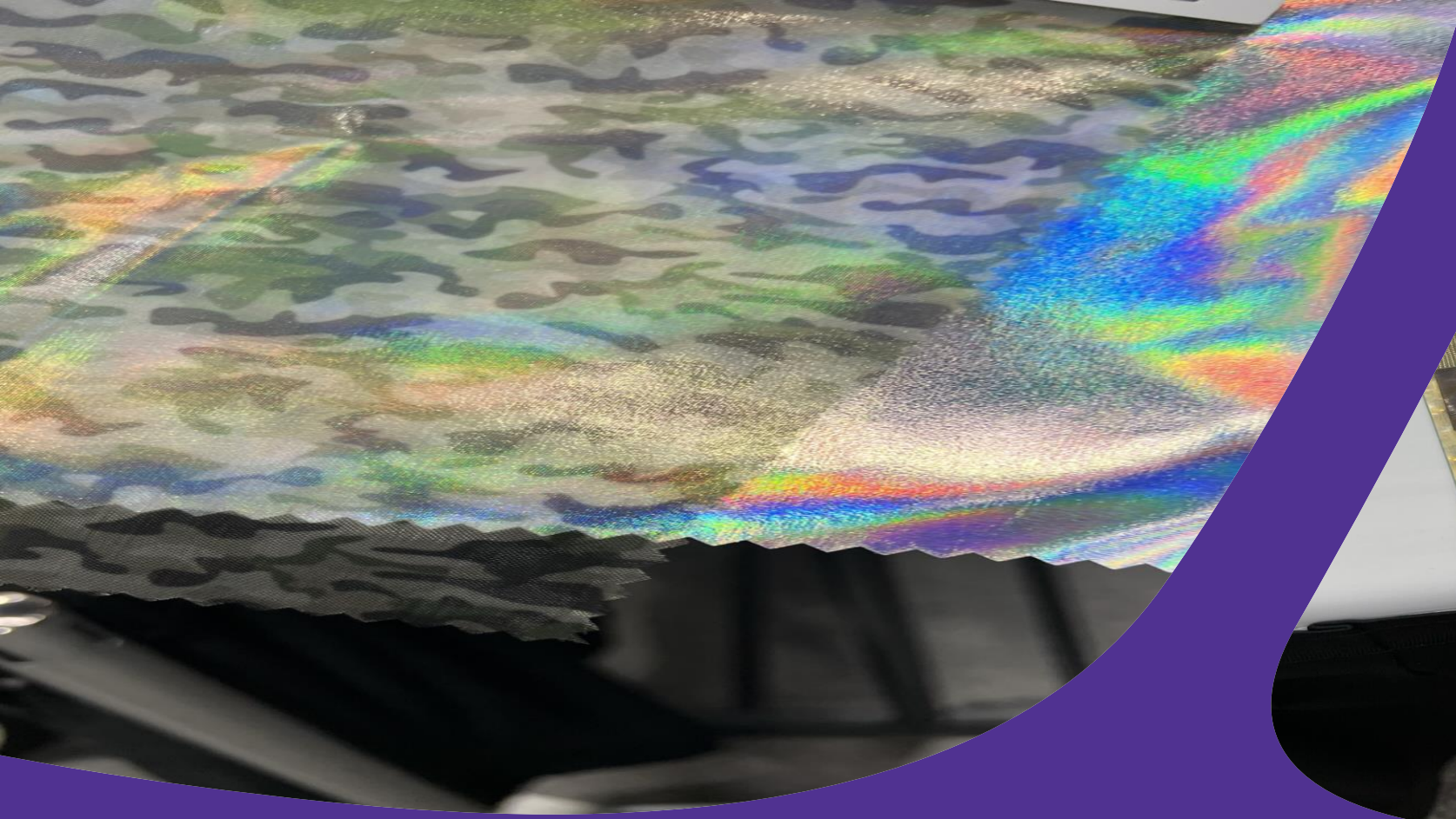
Algae foam

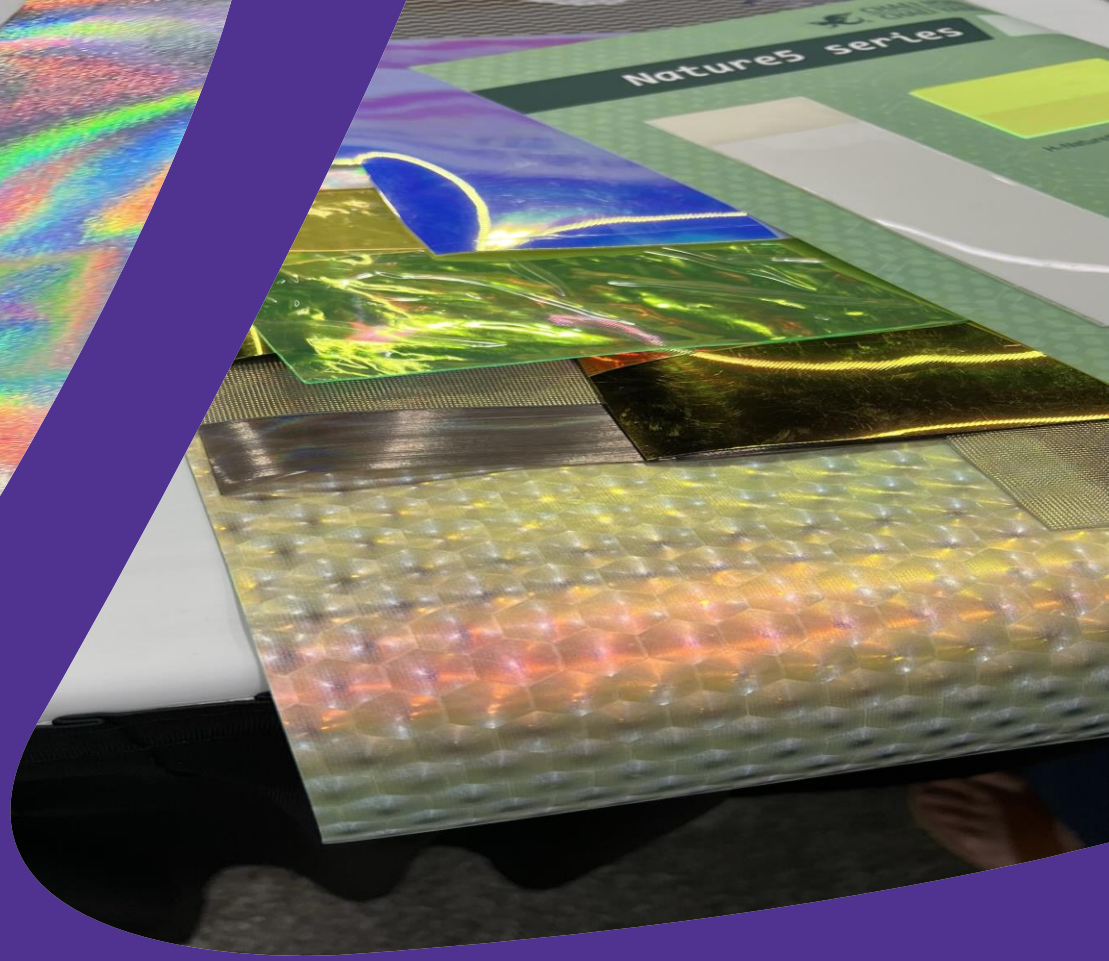
- Water is treated to eliminate and collect green algae.
- The material is then grinded and processed into an algae-blended resin containing a significant fraction of algae biomass and bio-based additives.
- This resin is then transformed into an EVA foam with excellent flexibility.
- This material is environmentally-conscious and offers a high-performance replacement for traditional petroleum-based EVAs.

thermal resistance

Aerogel is a NASA-developed technology used to insulate spacecraft at -450°F. By combining this thermal properties with flexible foam that warms without bulk, it generated the best solution for outerwear ever imagined.

www.orosapparel.com





Iridescent effect

Mainly offered through transfer paper solutions,
Iridescent effects were extremely present at the fair.

www.sappi.com

engineered soles

Footwear soles are becoming more and more engineering masterpieces with the generalization of 3D printing and application of effect coatings on hard and soft plastics.

www.framas.com

New natural sources of masterbatch have been developed, such as carbon masterbatch made from tomato plants, or silica made from rice husks, bringing new possibilities to the market.

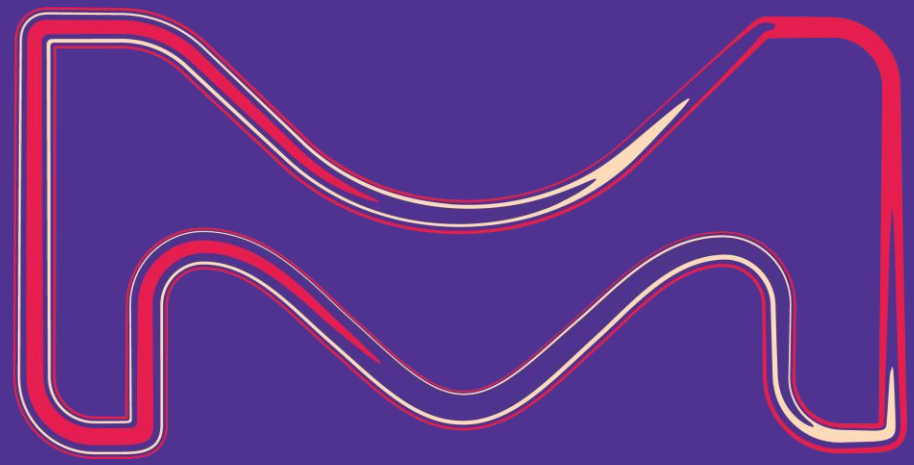
www.neomatdistribution.com

New Masterbatch substrates

More info

Fabien Darche
Strategic Marketing Manager Americas - Coatings
Electronics – Surface Solutions

Merck S.A., Rio de Janeiro, Brazil, an affiliate of Merck KGaA, Darmstadt, Germany
Alameda Xingu, 350 - 6th floor
Zipcode: 06455-030 | Barueri, São Paulo | Brazil
Mobile: +55 11 97891-9127
E-mail: fabien.darche@emdgroup.com
www.EMDgroup.com



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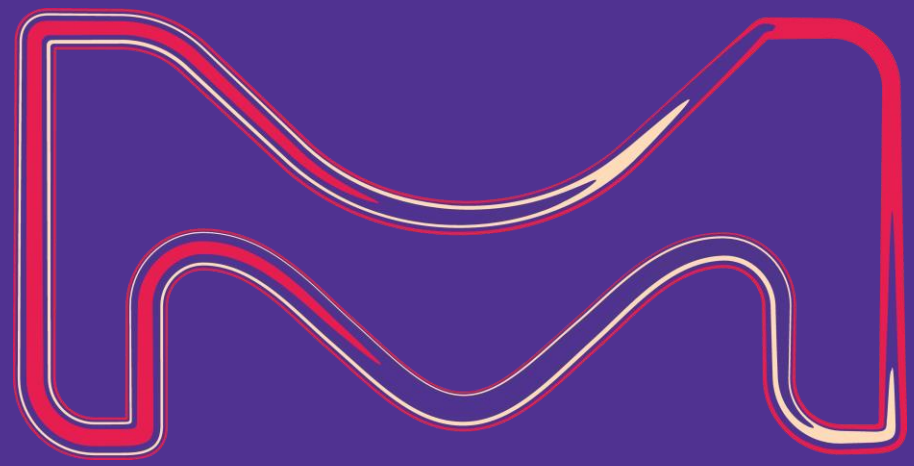
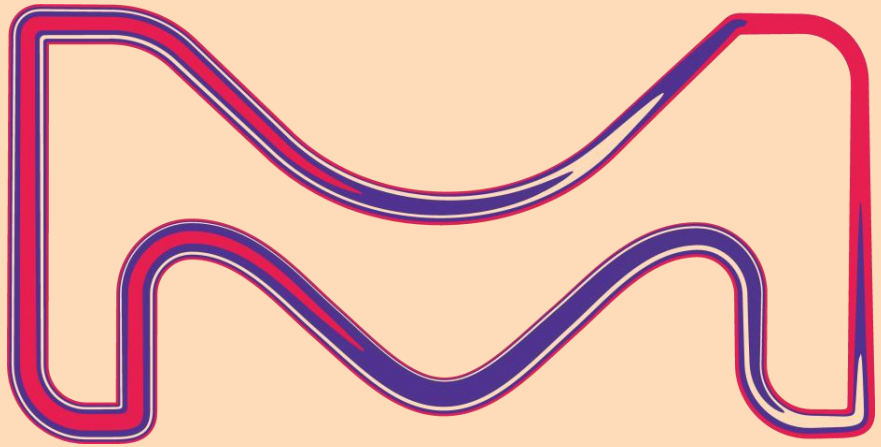




Merck KGaA, Darmstadt, Germany

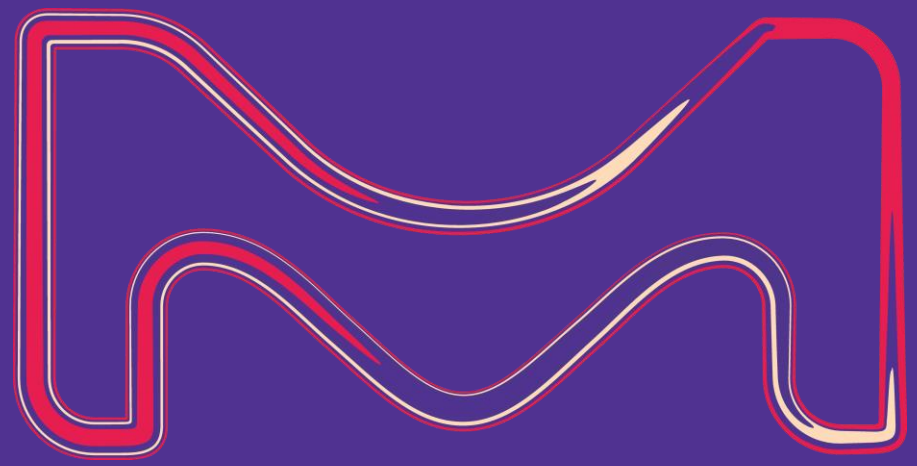
Surface Solutions
Frankfurter Str. 250
64293 Darmstadt, Germany
effects-for-coatings.com

EMD Performance Materials Corp.

Surface Solutions
1200 Intrepid Avenue
Philadelphia, PA 19112, USA
emdpigments.com
An affiliate of Merck KGaA, Darmstadt, Germany

Merck Performance Materials G.K. Tokyo, Japan

Surface Solutions
ARCO Tower, 5F
1-8-1, Shimomeguro, Meguro-ku
Tokyo 153-8927, Japan
emdpigments.com
An affiliate of Merck KGaA, Darmstadt, Germany



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