EUROPLASMA wins the ITMA Future Materials Award 2015 for ‘Best Innovation in Sportswear and Outdoor Apparel’

Demonstration of award winning PlasmaGuard technology at the Europlasma booth in Hall 10, section C, B105 until November 19 at ITMA in Milan.

Nov 16th, 2015 – Milan, Italy

Europlasma is proud to announce that it has won the ITMA Future Materials Award 2015 for ‘Best Innovation in Sportswear and Outdoor Apparel’ with PlasmaGuard. PlasmaGuard is Europlasma’s durable water repellent (DWR) coating solution for sportswear and outdoor apparel applied by low pressure plasma technology. The PlasmaGuard solution is in different ways disruptive to the DWR industry, combining the highest performance with the lowest environmental footprint, and applicable on 3D textile goods and apparel.

ITMA has been the world’s most established textile and garment machinery exhibition since 1951. Over the years, it has been a catalyst for change and competitiveness for the industry. The drive towards sustainability in the entire textile and garment value chain is increasingly integrated with enlightened business practices, and innovative technology holds the key to environmental sustainability.

World Textile Information Network (WTIN), publisher of international technical textiles magazine Future Materials, launched the Future Materials Awards to recognise success in textile innovation and celebrate the essential work of the many businesses which support the industry.

The industry leading awards recognise innovation and achievement right across the technical textiles industry, with 19 dedicated categories providing competition for all end-use sectors for technical textiles as well as materials experts, product developers and designers. Europlasma was nominated for both categories ‘Best Innovation Sportswear and Outdoor Apparel’ and ‘Most Innovative Medium Company’.

Chosen out of a large group of candidates from all over the world, the Europlasma brand PlasmaGuard won the award for ‘Best Innovation in Sportswear and Outdoor Apparel’ with its ground-braking low pressure plasma technology.
Wim Huijsman, accepting the award adds: ‘we are proud to install a technology that puts social responsibility into practice, taking significant steps towards zero discharge of water and hazardous chemicals, and carbon neutral performance.’

Our award is at display in our booth in Hall 10, section C, B105. Visit us, take a glance at our 3D plasma coater while we explain you what the PlasmaGuard coating platform can do for you. See how we can upgrade your supply chain while reducing the environmental footprint.

For press inquiries, please contact our marketing representative Gretel Matthys at press@europlasma.be.