

Showcasing Revolutionary Absorbent Technologies at Vietnam's Premier Textile Fair

After a period of absence from industry tradeshows, Technical Absorbents is set to make a significant comeback by showcasing its advanced Super Absorbent Fibre (SAF), alongside a range of innovative fabrics and yarns, at the upcoming Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT). Hosted by Messe Frankfurt, this pivotal event is scheduled from 28th February to 1st March in Ho Chi Minh City, and is renowned as the quintessential sourcing hub for the textile sector's comprehensive needs.

Positioning itself strategically within the bustling heart of the textile industry, Technical Absorbents will be welcoming attendees at booth #A-L18, Hall A. The company is poised not only to exhibit its groundbreaking superabsorbent technologies but also to contribute to the event's conference by delivering an insightful presentation aimed at enlightening the audience on the multifaceted applications and benefits of their products.

Paul Rushton, the Commercial Director of Technical Absorbents, highlights Vietnam's critical role in the global textile landscape, citing its position as the third-largest textile and apparel exporter and a leading importer of textile machinery. He notes the impressive growth trajectory of Vietnam's textile sector, with annual expansions ranging between 20-26% from 2018-2022, and emphasizes the

increasing demand for high-quality textile materials in production.

Technical Absorbents, already in partnership with tolling entities across Asia for processing its fibers into a diverse array of nonwoven fabrics, and with industrial knitters for creating versatile absorbent woven materials, sees significant potential for expansion in Vietnam. The company's technology, which has applications in wound care, premium hygiene products, apparel for moisture management and cooling, as well as in the dewatering and geotextiles sectors, stands at the forefront of absorbent material innovation.

Rushton expresses eagerness to share insights into their unique technology at the conference, inviting interested parties to explore the possibilities of integrating Technical Absorbents' materials into their product lines. This participation in VIATT underscores the company's commitment to driving forward the development of absorbent solutions and forging new pathways in the textile industry.