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## **TEXON LAUNCHES NEW PRODUCTS AT APLF**

Texon International Group Ltd expands its lines of business within the global footwear with the introduction of a new collection of Strobel insole products and microfiber upper/lining materials at the Asia Pacific Leather Fair in April 2005.

Today, Texon continues to provide a unique range of structural component solutions for footwear, including non-woven & cellulose insoles, box toe puff & counter stiffeners, steel, aluminium and composite toecaps and steel midsoles. Texon also has high quality upper lining materials with Aquiline™ and the newly introduced Clarino™ and Sofrina™ brands of microfiber upper and lining materials.

### Texon Participation in APLF

Texon has played a prominent role in the component materials hall at the APLF exhibition, with 10 years of experience in participating in this show, Texon continues to demonstrate the capabilities of a global brand in serving customers with global needs and complicated logistics and technical requirements.

With the diversity of nationality of visitors, Texon provided key sales, technical and customer care support staff from China, South Asia, USA, Europe and the UK, to satisfy customers' needs.

### Benefits of New Texon Products

The new Texon Strobel product unveiled at APLF satisfies the increasing trend and need in the market for Strobel construction insoling, delivering a much lighter and more supportive shoe than board construction. Texon Strobel may be varied from thin flexible materials to thicker more stable materials, or a combination of both.

Texon Strobel insoles can suit multiple applications efficiently. Non-woven textiles are created by blending, carding and needling synthetic fibres, reinforced by selected resins. Other reinforcing processes may include thermal bonding, polymer extrusion, emulsion coating, powder scattering, printing and buffing.

The new microfiber materials distributed by Texon are regarded as the highest quality, premium product of its kind for use in footwear applications. Its range of texture, thickness and colour, combined with the benefits of being supple, strong, lightweight, weatherproof and easy-to-use, makes it ideal in high quality ladies dress shoes, as well as a wide range of differing footwear applications and synthetic leather goods.

### The Road Ahead

Texon remains committed to investing in new manufacturing, innovative product development, and customer service for the global footwear industry. The company is also looking to extend its capability and experience beyond the footwear industry to provide solutions for other industrial applications. These include, apparel and textiles, hygiene and medical, automotive, filtration, geotextiles, agricultural, construction and household.