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QUALITY AND GREAT VALUE FROM TEXON RITE™

Texon Rite™, a new thermoplastic counter material, was launched at the Shoes & Leather 2006 Exhibition in Ho Chi Minh City, Vietnam (27-29 June) by Texon International, the leader in high quality structural component solutions for the global footwear industry. This economic range of counters/stiffeners meets manufacturers' demands for performance, at a value price point.

Created with needle-punched fabrics, impregnated with a styrene co-polymer, Texon Rite has been formulated for ease-of-use. It is designed to slip easily off the last when cold, and is ideal for counter pocket insertion for use with leather and synthetic upper and lining materials. Texon Rite is available with EVA hot melt adhesive, which achieves excellent bonding at a lower activation temperature, saving energy in shoe production.

Tim Parsons, regional sales manager, Texon International Asia Ltd, comments: "This new thermoplastic counter material provides shoe manufacturers with a performance driven, cost-effective solution, while reaffirming Texon at the leading edge of the global footwear industry."

Texon Rite can also be supplied single coated for use as a Box Toe Puff.

Texon International is the market leader in delivering high quality, high performance structural component solutions for the global footwear industry, apparel and accessories market and for specialised products in the automotive, hygiene, medical, construction, agrotextile and geotextile sectors.

The company is the largest organisation of its kind and the only one to manufacture cellulose, non-woven and metallic solutions for the footwear industry, with production facilities on three continents and selling to more than 90 countries.

Texon International actively promotes the protection of the environment through innovation and conscientious process management as an integral part of its global recycling and sustainability business strategy. It is a leader in eco-friendly technology through conservation, adapting manufacturing processes and recyclability of its products. It uses raw materials that are sustainable and derive from a recycled source, converts and recycles internal waste streams and recycles waste streams upstream in.