

Press release

Unexpected associations.

HUB 1922, the fashion division of the RUDOLF GROUP, is confirmed as exhibitor at the April 2019 edition of the Kingpins Show in Amsterdam where it mixes and matches technical ingredients for new denim aesthetic with real functionality for apparel. That's how they create their own style, not a season's theme, but a mega-trend in synch with the course the industry is on.

Amsterdam/Geretsried/Milan. After the **first steps** moved in the arena of garment processing during 2018 and the official opening of HUB 1922 (centre of excellence for fashion and beyond), RUDOLF GROUP has been aggressively approaching a **second phase** of development. That is, the savvy blend of the technical findings recently acquired, so that additional and **surprising possibilities** are available to creative minds.

The underlying rationale is that the conscious product innovation apparel brands and retailers are looking for cannot be merely based on technical skills. It demands a broad vision, critical thinking, logical deduction and the desire to stir it all up and intelligently explore **unexpected associations** of available solutions.

*"It's like staring at a jar of Italian salad dressing sitting on the table. Most of the seasoning settles to the bottom. But when you **shake** that bottle up, all the ingredients **mix** together and the flavor is perfect"* says Alberto De Conti,

Creativity, as has been said, consists largely of **rearranging** what we know in order to find out what we do not know. Hence, in the creative process fostered by RUDOLF HUB1922, technicians and designers looked afresh at some of the aspects that are normally taken for granted.

Specifically, when it comes to the areas of focus for denim and beyond, two separate components contribute to the umbrella concept called *unexpected associations*:

1. The first component, contributing to the aesthetic dimension, is the further technical perfection of the **HypNO** product family, which is now significantly optimized in its formula. This ultimate alternative to both potassium permanganate and hypochlorite is a truly global solution available around the World and is a whole new approach to denim finishing.
2. The second component, made by the collection of functional, technical innovations launched throughout 2018, **inject a layer** of intelligent ingredients that make the final product executions beautiful garments as well as yardsticks of quality.

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"The most remarkable thing about Rudolf and HUB1922 is our capacity to research, to overcome, to create, to transform and to be greater than the obstacles we find" Says Dr. Schumann, General Manager of RUDOLF GROUP.

Information on RUDOLF GmbH:

RUDOLF GmbH, which, today, is based in Geretsried, Bavaria, was founded by Reinhold Rudolf in Northern Bohemia in 1922. It is specialised in innovative and high-quality chemical products, predominantly textile auxiliaries, products for textile care as well as construction chemicals.

One thousand three hundred (1300) employees in 45 countries around the world guarantee logistical as well as technical service.

The combination of backwards integration, development know-how, exact knowledge of market requirements and thorough technical application expertise make RUDOLF GmbH an experienced and competent partner for the customers of the textile finishing industry, co-producers and many other industries. Quality Management and certification according to DIN ISO 9001:14001 go without saying. RUDOLF offers products that comply with the OEKO-TEX Standard and G.O.T.S, is committed to ZDHC and is a bluesign system partner. In addition, as a member of the chemical industry, it lives the philosophy of the voluntary Responsible Care initiative, which stands for responsible action in the fields of environment, safety and health.

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