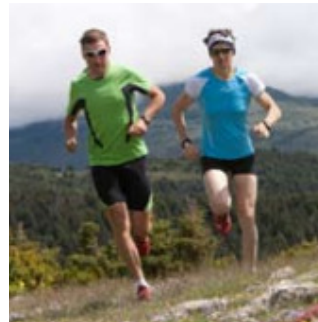


## PRESS INFORMATION

August 2010

# M.I.T.I to launch <sup>ADVANS A</sup>Thermo°Cool™ warp knit

Urgnano: M.I.T.I. – world's leading specialist of warp knits with thermal properties – is proud to announce their launch of the first double layered warp knit fabric Thermoroubaix® Cool made with <sup>ADVANS A</sup>Thermo°Cool™. Thanks to its outstanding stretch and thermoregulating properties, the fabric is perfectly designed to suit for active sports where not only the stretch but also thermoregulation control and moisture management are necessary.



Specialized on maximum quality and functionality, the Italian warp knitter M.I.T.I. spa offer in their new collection this fabric with unique moisture management and thermobuffering properties, especially designed for cycling and running apparel. In the year of the 25<sup>th</sup> anniversary of their well known Superroubaix® & Thermoroubaix® range of products, M.I.T.I. spa trust on the high-technical moisture management and thermoregulation properties of <sup>ADVANS A</sup>Thermo°Cool™ and hence have committed to enlarge their range of high-technical performance fabric with Thermoroubaix® Cool.

*“By releasing Thermoroubaix® Cool, our new 3D warp knitted performance stretch fabric, we have accomplished the first step in upgrading and widening our 3D fabrics range, a forward-looking warp knit family composed by Thermoroubaix® & Superroubaix® variations, engineered by M.I.T.I.spa 25 years ago.”* commented Gianpiero Orsina, General Manager of M.I.T.I. spa. *“Thanks to the unique features of <sup>ADVANS A</sup>Thermo°Cool™ technology in terms of moisture management and thermoregulation, we may now better than ever before satisfy all specific needs and expectations of both professional and amateur sport passionate customers.”*



M.I.T.I.spa seeds its philosophy in the continuous challenge of the acknowledged limits and Thermoroubaix® Cool made with <sup>ADVANSA</sup>Thermo°Cool™ represents the state of the art of 3D warp knitted performance fabrics.

<sup>ADVANSA</sup>Thermo°Cool™ regulates body temperature in all climates and activities. It is an ideal product for all kind of users who will be excited to have a professional technical garment with **Thermoroubaix® Cool** made with <sup>ADVANSA</sup>Thermo°Cool™ commented Jordi Lopez, Branded Apparel Segment Manager of ADVANSA. “This world premier innovation fabric with <sup>ADVANSA</sup>Thermo°Cool™ is the best fit for running and cycling which are markets where M.I.T.I is a well-known leader.”

Thanks to the unique fibre mix in <sup>ADVANSA</sup>Thermo°Cool™ garments, superior evaporative cooling and thermobuffering properties are provided to the wearer. Through this unique combination, the garment helps to thermoregulate the body temperature throughout all of the exercise period independent of being in high or low activity phases in order to remain in the comfort zone without the body overheating and without the undesirable post-exercise-chill effect. Hence, through all these activities, this high-quality product enables better body temperature regulation, giving every wearer the opportunity to perform better and stay comfortable.

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**About ADVANSA**

Headquartered in the Netherlands and operating in Europe, the Middle East and Africa, ADVANSA-owned 100% by the Haci Ömer Sabanci Holding A.S. - is the largest manufacturer of polyester fibre and filament as well as a leading producer of polyester-based polymers, specialties and intermediates in the region. ADVANSA has annual revenues in excess of \$500 million USD. The company employs 2,000 people and operates plants in Turkey and Germany, an R&D facility in Turkey, and has marketing offices in Turkey, Germany, Spain, Italy, France, Shanghai, Hong Kong, and in the US.

[www.advansa.com](http://www.advansa.com)

**Sabanci Holding**

Sabanci Holding is the parent company of the Sabanci Group, Turkey's leading industrial and financial conglomerate. Sabanci Holding's main business units include financial services, automotive, tire and tire reinforcement materials, retail, cement and energy. Listed on the Istanbul Stock Exchange (ISE), Sabanci Holding has controlling interests in 11 companies also listed on the ISE.

**ADVANSA Thermo°Cool™** is the ultimate high performance material for thermoregulation, which thanks to its unique fibre mix, provides adaptive smart dual function: Evaporative cooling and thermo buffering. Entirely developed by ADVANSA, The product is also available in versions ECO with a polymer from renewable sources and FRESH, with silver ions imbedded in the polymer.

ADVANSA Thermo°Cool™ garments are the best year around performance clothing option.

[www.thermocool.net](http://www.thermocool.net)

ADVANSA Thermo°Cool™ is a trademark of ADVANSA.

