

PO BOX 162, CROWN ROYAL,
SHAWCROSS ST, STOCKPORT SK1 3JW
ENGLAND

TEL: +44 (0)161 480 8485
FAX: +44 (0)161 480 8580

Email: test@sdlatlas.com



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SDL Atlas Showcases Innovative Technology at European ITMA

MUNICH – Personnel from SDL Atlas offices and distributors on every continent welcomed a large number of visitors to their booth during ITMA 2007 -- the textile industry's global showcase for equipment and accessories.

The company displayed a variety of its products during the eight-day event. Visitors asked questions, collected product information and watched demonstrations of new SDL Atlas testing technology as well as long-standing industry favorites. Of special interest to attendees was the first appearance at ITMA of the Sweating Guarded Hotplate -- compliant to ISO Standard 11092 -- and the MMT Moisture Management Tester, designed to measure three key parameters relating to moisture transport in fabrics. SDL Atlas officials reported much interest from a number of commercial test houses as well as fabric producers and specifiers.

SDL Atlas offered visitors an opportunity to compare the benefits of an array of different approaches for measuring pilling. Attendees were provided detailed insights into the merits of the PillGrade 3D fabric scanning system that delivers automated pilling assessment.

Also, the exhibition enabled company representatives to communicate its total capability as a turnkey provider of complete testing laboratories, including provision of laboratory design, installation and operator training. Reinforcing the message, said Managing Director Steve Combes, were the amount of interest and number of orders related to the diverse range of company instruments, from the Quickspin system to the newly introduced ColorChex high specification color viewing booth.

The SDL Atlas Group of companies offers the largest range of textile testing products, supplies, consumables, and services available from a single source. With its own offices in the U.K., U.S., Hong Kong and China, plus agents in over 100 other countries, SDL Atlas is ready to support its customers anywhere in the world. The goal of SDL Atlas is to provide customers with the most complete solution at the best value.

For more information on all SDL Atlas products, visit www.sdlatlas.com or contact an SDL Atlas solutions expert:

- (UK) T: +44 (0) 161 480 8485; F: +44 (0) 161 480 8580; E: test@sdlatlas.com
- (US) T: +1-803-329-2110; F: 803-329-2133; E: info@sdlatlas.com

Wherever people test textiles, you'll find SDL Atlas.