

Simplex



## Doubleknits Are The Key, Says Blue Ridge-Winkler

Consumer satisfaction with doubleknits in other fashion categories is about to provide tremendous impetus to the intimate apparel market as well, contends Stephen Kremen, marketing manager of Blue Ridge-Winkler Textiles. Believing strongly in the future of this market, "It became apparent to us," Kremen says, "that there was an urgent, underlying need for new fabrications which would bring vitality and dynamism to the field" and that the key could well be found in the doubleknit revolution.

Blue Ridge-Winkler felt that its simplex double warp knit fabrics with new lightweight characteristics would more than revitalize the slip and bra markets. They would also provide a new kind of forward thrust that would give the entire field a solid base for growth. BRW has the largest complex of Simplex machines in the world, "and Simplex double warp knitting." Kremen explains, "combines the best of both worlds: single warp and double knitting."

BRW's first fabric development in this area was Simplex Qiana (BRW was the first company to be licensed by Du Pont to produce Qiana Simplex warp doubleknits.). This fabric is silky, lustrous, with superb hand and drapeability, and comes in a wide range of colors. It is also washable, quick-drying and easy to care for.

Qiana double warp knits also provided great stimulus for a category of merchandise which had just begun to appeal to the consumer . . . bodywear. E. Irving Starkman, sales manager for loungewear and intimate apparel, reports a dramatic upsurge in demand for Qiana bras, shirts and halter tops.

Another important development in the intimate apparel field, according to Starkman, is Dacron polyester for molded bras. "Perhaps no other category of merchandise is experiencing such dramatic growth," Starkman notes. "Not a day goes by that doesn't see ever-increasing requests for yardage, and again the key is doubleknit."

Turning its attention next to revitalizing the declining slip market, Blue Ridge-Winkler developed two

Simplex warp doubleknit fabrications of 100% Du Pont Bright Antron III for spring '73. According to president Lawrence Gordon, "These two new fabrications—one lighter version directed primarily to the slip market and the other to the foundation, bra and swimwear markets—are lightweight, soft, drapeable fabrics with a subtle luster, plus the inherent performance characteristics of anti-static and non-cling. They both possess the exclusive feature of not 'riding up,' which makes them particularly suited to their end uses. Completely washable and dryable, they also boast wickability, which allows all moisture to spread out in the fabric and dry quickly."

As for the future, "Possibilities . . . boggle the mind," Gordon says. "I project the demand which will be placed upon Simplex equipment in the very near future will greatly surpass the supply."

### Klein Adds 25,000 Sq. Ft; Doubles P. R. Plant Space

S. Klein, the 30-year-old die cutting plant with headquarters at 611 Broadway, has doubled its Puerto Rican plant by 25,000 square feet, according to youthful Mel Arbesfeld president and guiding light of the company.

In the business about 12 years, Mr. Arbesfeld said that the plant expansion move in the Caribbean island would give S. Klein an edge that would enable the company to be more competitive, to furnish better service and to work with goods that come as wide as 100 inches.

Located in Aguas Buenas, the newest addition is called S. Klein Die Cutting Number 2. Ten Schwabe die cutters were installed as well as tables measuring 30 yards in length. The new machines plus the extra long tables will make production that much quicker, said Mr. Arbesfeld.

In the island three years, the Klein operation there is managed by Nat Katz, a man with over 30 years die cutting experience. There are about 100 corset, bra and lingerie firms in Puerto Rico and most of them are S. Klein customers. The firm also

services many sportswear firms that have production plants there.

Norman Arbesfeld, who supervises operations in both New York and Puerto Rico, has been with the firm eight years and is vice president of the operation. Michael Glick, a brother-in-law to the Arbesfelds, has been named assistant to Norman and is learning the business. He is a graduate of Brooklyn College in business administration.

The new facility in Puerto Rico, said Mel Arbesfeld, is the most modern and contains the newest machines available.

### Enters Printed Label Field

As part of an expansion program that has seen the addition of a new wing, new looms and new production machinery, Bell Manufacturing, which has specialized in quality name tapes, has entered the printed label field. Bell's overprinting process, which features a woven label containing printed information, is particularly well suited to labels needed to comply with the Care Labeling Law, since it gives an opportunity to use both a woven design and printed instructions. The printed labels are competitively priced and come in one or two colors on cotton tape starting at  $1/2"$  wide. Write Bell, Dept. CBL, 777 Main St., Lewiston, ME 04240.

### Finds Oncore On Rise

Oncore, a cotton-covered polyester sewing thread produced by Threads-Inc., is reportedly finding increasing acceptance among girdle and bra manufacturers and replacing much of the cotton thread and nylon filament threads that have been used up to now. Also said to be making very fast inroads, especially in the bra industry, is Sewkay spun polyester sewing thread. Write Threads-Inc., Dept. CBL, 500 Fifth Ave., New York 10036.

### Offray Has Woven Satin Ribbon

A new 100% polyester woven satin ribbon can be machine washed and dried, does not wrinkle and will last as long as the garment. Known as Pattern 747, the ribbon comes in white, pink, blue, maize, red and black. Widths are  $1/4"$ ,  $5/16"$ ,  $1/2"$ ,  $5/8"$ ,  $1"$  and  $1 1/2"$ . Write C.M. Offray & Son, Dept. CBL, 1411 Broadway, New York 10018.