

PRESS RELEASE

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Outdoor Retailer
Booth # 40167



JRC REFLEX[®]
REFLECTIVE TECHNOLOGY



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with photos (available on the enclosed CD).



France – Jan 09

JRC REFLEX acquires its supplier IBR

At the end of 2008, JRC REFLEX, the European specialist in elastic retroreflective materials, acquired a majority stake in the capital of IBR, a company based in Bergamo, Italy. The two companies have been working together for 15 years. This regrouping will create an European leader in the market niche of stretch and retroreflective materials.

Based in the Bergamo region in Italy, IBR employs 18 people and recorded Sales of 4.5 million euros in 2007. Specialised in the production of elasticized retroreflective materials, the company is renowned worldwide for its technological expertise and the quality of its products. IBR has already developed new products in collaboration with JRC REFLEX.

The merger of the two companies will allow them to accelerate their development significantly, both internationally and in new business sectors.

JRC REFLEX is based in Romans (26) in France, and has a turnover of 3.5 million euros, 85% of sales are international. The company's clients are world leaders in the sports clothing industry, and include NIKE (USA), ADIDAS (Germany), and DECATHLON (France).

The majority shareholding operation was performed using a bank loan and contribution of funds from Evolem Lyon. (France).



JRC REFLEX lights up the international sports textiles market.

JRC REFLEX is one of the rare French companies that manufactures in Europe whilst exporting the majority of its products to Asia. 85% of the company's sales come from export. JRC REFLEX offers stretch, retroreflective textile trimmings in any colour and to any technical standards required. JRC REFLEX has been able to meet this specific market demand, that have attracted leading brands such as NIKE, ADIDAS and DECATHLON among its clients.

JRC REFLEX specialises in retroreflective materials and has developed a wide range of textile trimmings in which the need for visibility meets high safety requirements or produces flashy stylistic effects. The company started out as a supplier to shoe manufacturers and is based in Romans, the historical shoe capital in the south of France.

JRC REFLEX branched out into the clothing market, with products combining retroreflection, fluorescence and elasticity, a set of functions rarely found in safety materials. The company has broadened its product offering so that its products can be applied to clothing and accessories, and in multiple techniques: heat bonding, hot melt, etc. With the rise of welded seams, the company has developed trimmings and tapes suited to "seamless" garments. Its applications in the clothing market currently represent 85% of JRC REFLEX's business, with 15% in shoes and bags.

JRC REFLEX's responsiveness and creativity have made it one of the most dynamic companies in the sector. It devotes 13% of its Sales to research and development and counts all the major sports and cycling brands among its clients.

JRC REFLEX keeps a close eye on developments in legislation and specifications. Its products meet the strictest standards (Reach, Oeko-Tex). Aware of the need to eliminate or reduce the use of certain chemicals, the company has designed products that contain no PVC, formaldehyde or heavy metals, in anticipation of future legislation.

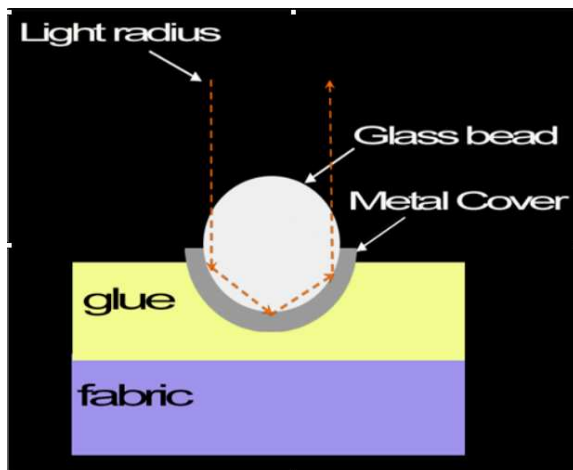
"By focusing on innovation and specialisation, we have developed a reputation for creating new solutions that enhance the safety and look of sportswear and accessories. The major brands in running, cycling and sportswear come to JRC REFLEX to find products that do not exist anywhere else," says Bernard Cugerone, Director of JRC REFLEX.

What is retroreflective technology ?

Retroreflective materials are everywhere - shoes, bags and clothes – and are in high demand due to their night visibility at night, but also because of their hi-tech look. JRC REFLEX's developments make it easier to use these materials and meet superior standards in terms of quality, comfort, durability and non-toxicity.

Micro glass beads technology

Glass microspheres embedded in a polyurethane layer that reflect light back to its source. Their flexibility and elasticity make them ideal for textiles application.



JRC REFLEX offers the following retroreflective materials:

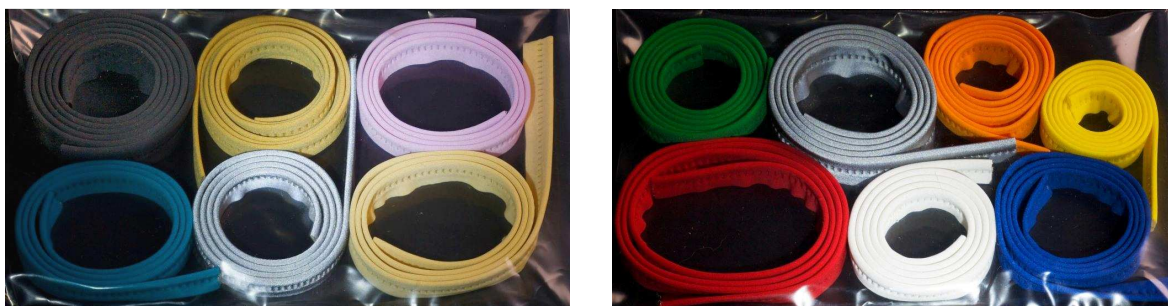
- On elastic grounds
- On double-sided elastic trimmings
- On heat-bonded hot melt grounds for seamless garments.
- On customisable perforated retroreflective materials.

Focus on retroreflective stretch piping.

The key product for 2009 at JRC REFLEX is the stretch retroreflective piping with a glass microbead base. Like any piping, it can be used on trims, seams or to line zip fastenings.

Its features meet the latest requirements in **Oeko-Tex** ecological regulations (Class 1). Like all JRC REFLEX products, it is available in a very wide range of colours. There are 50 colours available, but JRC REFLEX can make products in all Pantone colours.

JRC REFLEX piping in multiple colours



JRC REFLEX piping used on running, cycling or outdoor clothing.

