

New James Heal range makes its global debut at ITMA Europe

James Heal, a leading manufacturer of premium quality textile testing instruments and consumables worldwide, will launch an exciting new collection of precision testing instruments at ITMA this year.

As well as James Heal's well known and established range of quality products, four new James Heal testing instruments will be showcased at the exhibition, which runs from June 20-26th 2019. The new instruments will be unveiled on the James Heal stand for the first time, with guests to the exhibition stand able to get hands-on and see the products demonstrated. Focusing on the emerging theme of performance textile and comfort testing, these products will enable much greater understanding of how garments will behave in different conditions. This will bring textile professionals a whole new level of insight into their products.

The new products cover several essential testing criteria, and always in an improved and innovative way. AquAbrasion is a class-leading hybrid Martindale, which allows users to perform controlled wet abrasion testing for the first time; ideal for outdoor wear and textiles expected to perform when wet or damp. TruRain is the definitive water repellency tester, allowing users to test for this in a tightly controlled and repeatable way, with the test closely replicating real life conditions. ProDry provides unparalleled insight into evaporation, and how garments such as activewear or athleisure products will dry if damp through rain or sweat. Finally, WickView is a state-of-the-art instrument that uses an advanced imaging system to track and record the transfer of moisture through a garment, helping understand its effectiveness at moisture management and wicking behaviour.



James Heal's AquAbrasion.

This will be the 12th time that James Heal has attended ITMA in Europe. The UK based firm first attended the event in 1971. Over the past 145 years from its headquarters Halifax in West Yorkshire, James Heal has built a reputation for the consistent high quality of its materials testing instruments combined with expertise that spans multiple sectors from traditional textiles and smart fabrics to non-wovens, rubber, wood and plastic.

Amanda McLaren, Managing Director of James Heal, commented: "We're really looking forward to welcoming customers old and new onto our stand at ITMA Europe, and particularly excited to invite attendees to put the James Heal product range on show to the test. This is our 12th time at ITMA Europe and it's great to be returning with such an exciting new range of instruments to exclusively unveil.



Amanda McLaren, Managing Director of James Heal.

"As well as showcasing these new additions, some of our best-selling innovations from our core product offer will be on show. These are testing instruments developed as solutions to some of the biggest problems faced by brands and manufacturers, from a wide range of sectors. We are constantly listening to the needs of the industry we serve, and as a progressive business we are totally committed to producing products that best meet the needs of our customers, providing them with the quality that will give them the edge over their competitors. One particularly exciting area we are focused on is the performance wear and athleisure sector, which is a real growth area in the textile industry. However, as the provision of instruments to test in this sector is lacking and outdated at present, there is a huge opportunity to innovate. As a result we're confident we have come up with the latest testing solutions which will benefit the industry and create a real competitive advantage for those materials and garment manufacturers willing to embrace it."

Visitors to ITMA Europe are invited to visit the James Heal stand (UL C201) to see and experience a selection of James Heal's core instruments together with new introductions to the range and consult with our team of experts available on the stand. ♦