



Innovative textiles and mass-customization cluster



Who are we

- UP-tex is one of the 71 french clusters, created in july 2005.

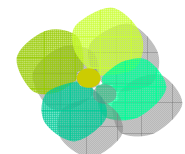


3 of them are related to the Textile industry :

-UP-tex, in north of France

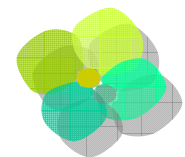
- Fibres Naturelles, in east of France

-Techtera, around Lyon

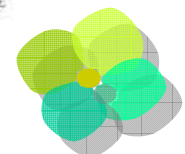
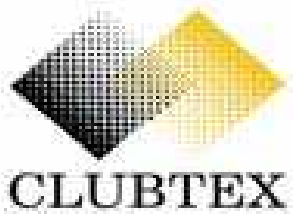


Presentation of the Cluster

- UP-tex is an association of companies and special skills centres. It has been granted French government approval as a competitiveness cluster and its ambition is to be a centre of reference worldwide.
- The Cluster mobilizes companies with regard to innovation and research and development projects in order to create new offers of services and products and to conquer new markets.
- 2 principal areas of work developed in synergy with the themes of the 7th PCRDT:
 - **Innovative textiles**
 - Progressive materials
 - New functionalities
 - New uses
 - **Mass-Customization**



Founder members



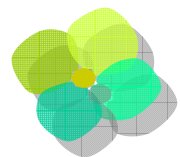
Members of the Cluster

- More than 92 companies are already full members of the cluster. However, there are more than 300 companies linked in some way with UP-tex.
- The entire Textile-Garment industry is represented as well as major principals in transport, sport, building construction, etc.
- Research Centres and Institutes, such as the ENSAIT, HEI, the IFTH, ENSCL, the Ecole des Mines, the IEMN, etc.
- Competitiveness clusters and company networks such as TECHTERA, MAUD, I-Trans, IAR, etc...



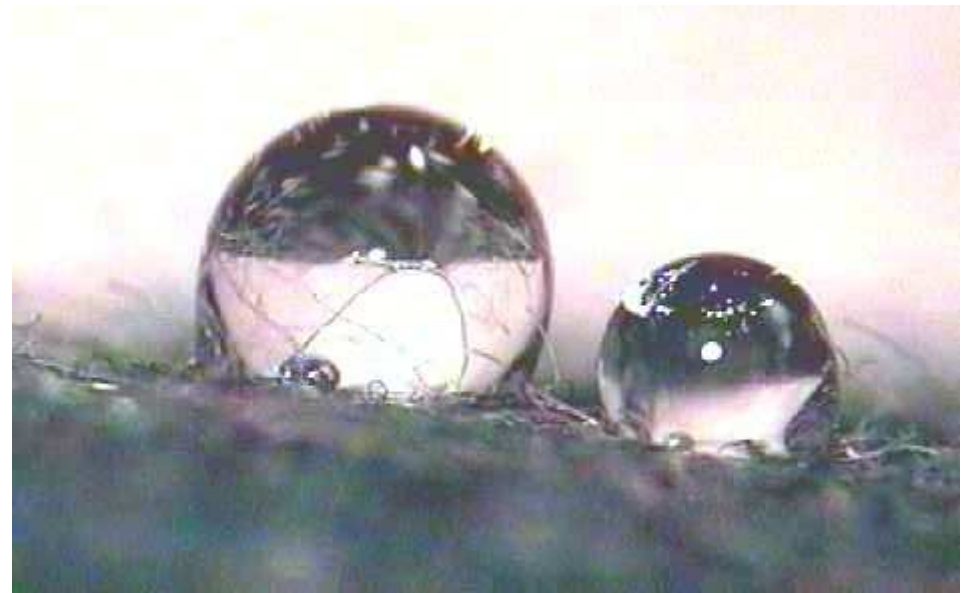
The Cluster is a governing structure

- Creation of an UP-TEX association which is the governing structure of the cluster and the interface with local authorities and the State.
- 4 member colleges are involved:
 - Founder members (professional organizations and CCIs): 12 members
 - Companies: 7 members
 - Research and Training Centres: 5 members
 - Outside partners (other competitiveness clusters): 3 members
- An Economic, Scientific and Technical Committee, responsible for assessing and advising projects.



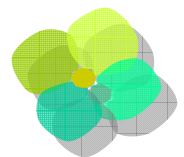


The Cluster involves R&D projects



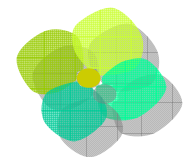
Project approval

- 35 approved projects totalling 41,000,000 € for R&D expenses in our companies.
- These projects group together almost 92 different companies (70 SMEs) and 51 different research bodies
- 6 large projects : Agrobiotex, Memoti and Notivir, Textherm, Raid Outils, NWC-X



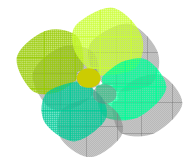
Projects funded by the FCE

- **AGROBIOTEX:** whose aim is to develop and use new polymers produced from agro-resources. This project fully subscribes to the desire to develop alternatives to petrochemicals.
- **MEMOTI:** whose aim is to develop textiles with form memories. This project has an important market in the transport sector.
- **NOTIVIR:** whose aim is to develop textiles with antiviral properties. This project has a significant market in the health and safety sector.
- **TEXTHERM:** whose aim is to develop textiles with new thermal and phonic functionalities
- **RAID-OUTILS :** whose aim is to develop multi-dimensional textiles for composites materials
- **NWC-X :** whose aim is to develop a new non-woven technology dedicated to composites materials



Numerous projects in the pipeline

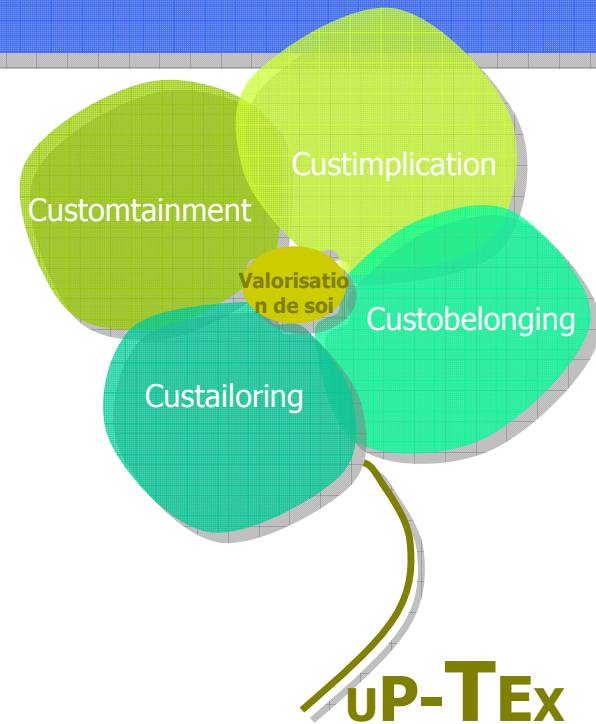
- Today's main obstacle is not a lack of ideas but the time needed to set up the projects. This is why we need to recruit project teams.
- A census of projects in the pipeline shows a mobilization capacity of 58 million euros during the next few years, divided up as follows:
 - 21 million euros for FCE projects
 - 37 million euros for 7^o PCRDT projects





Mass customization: A new Business Model

A strategic challenge for our companies



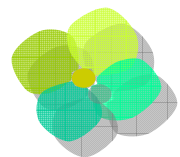
What is mass customization?

- According to our chosen definition, mass customization involves:
 - Consumer participation in product design;
 - Offering customized products in unique series or in very small numbers, manufactured upon request
 - Capitalistic activities mobilizing funds and a complex human organization

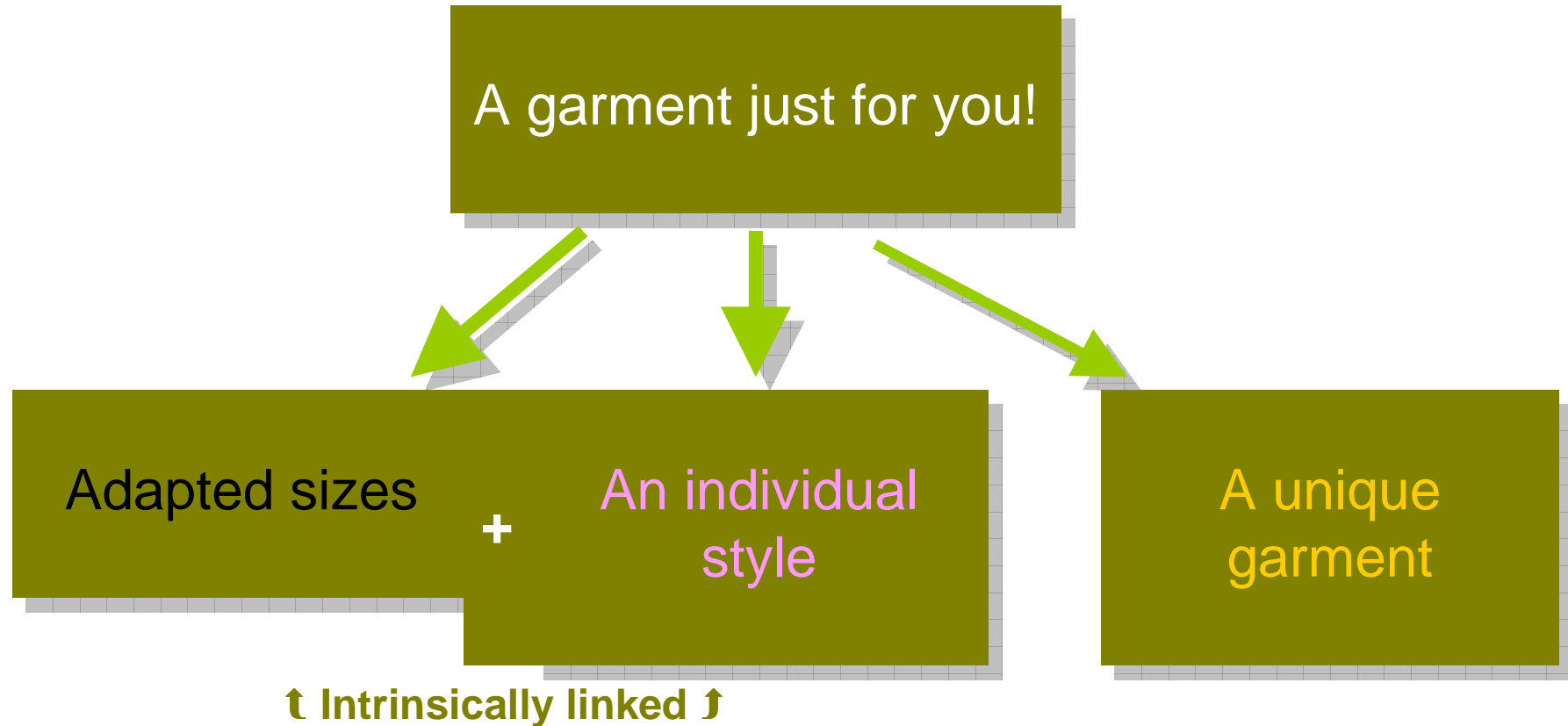


Mass customization = Co-conception + post-production + complex organization

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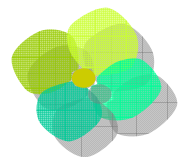
An attractive idea...



- The right length
- The right size
- Which flatters your figure

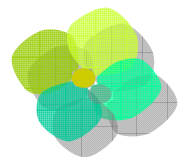
- Just for you
- Your own personal style

- Original
- Your own creation
- On a fun level



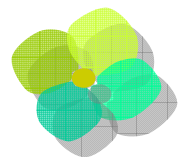
Our achievements

- As planned, in 2006, the Cluster organized a Mass-Customization study.
- The results of the study were handed over to companies in May 2006.
- Since that time, a Business Model has been defined.
- UP-tex is supporting the creation of a Start-Up to take on this project.
- The company has been officially created
- The company's head office is in Roubaix.

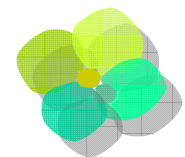


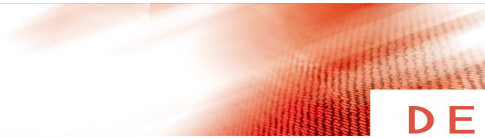
The Cluster involves on-going assistance

- UP-TEX's aim is not only to approve projects but, above all, to assist small and medium-sized businesses in all stages of innovation: from the idea itself to the realization of the project.
- This is why UP-TEX has equipped itself with a technological incubator called INNOTEX, at the service of companies and creators of companies.
- Finally, the Cluster has created an actual project factory – this is the DECID programme



- **Workshops**
 - to gain information and take stock
 - to draw out ideas and problems
 - to imagine new development guidelines
 - to meet other people and keep the network alive
- **Project groups** among small and medium-sized businesses, with the support of skilled technical centres
- **Personalized assistance**
 - in the formalization and operational follow-up of a project
 - in an innovation assessment
 - in seeking funding
 - in marketing assistance





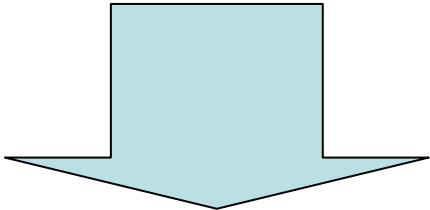
Discussion and exploration workshops

Management creation workshops
-Restoration of monitoring and suitability
Success stories: key IFM factors

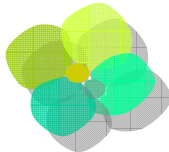
Market workshops
Sharing new UP-TEX market
approaches

Technology forums
CLUBTEX

From ideas to projects: incubation



Project incubator
INNOTEX



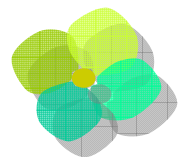
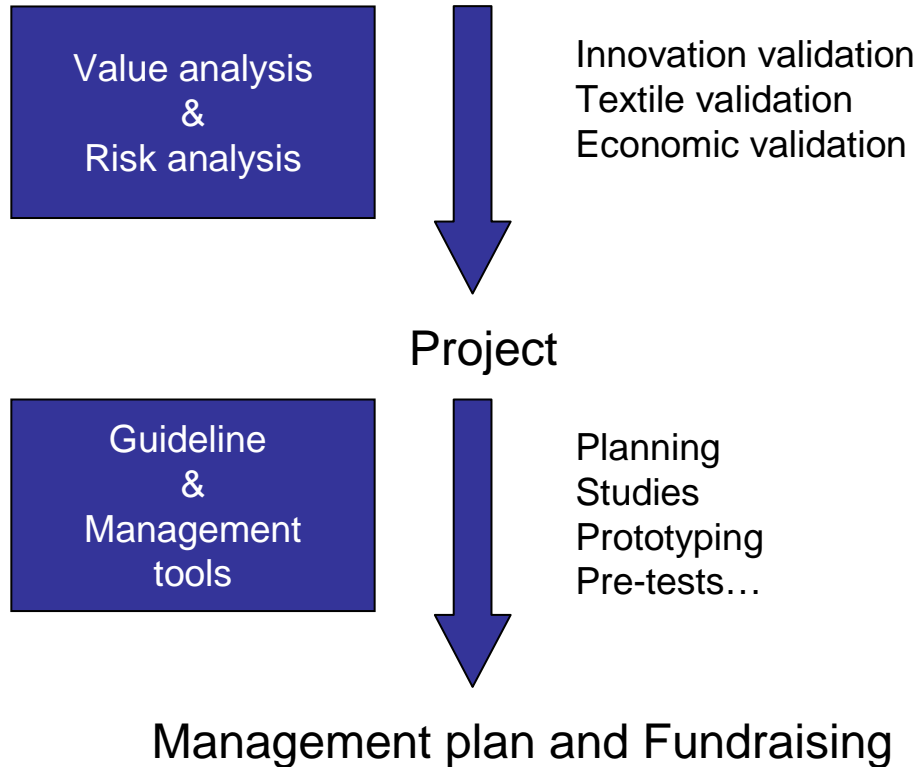


INNOTEX

innovation textile

The Cluster is also an incubator with:

- fully equipped premises
- a network of technical skills
- access to pre-creation funding
- project back-up, as follows:





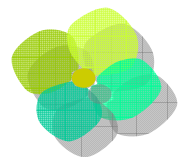
The European Centre for Innovative Textiles





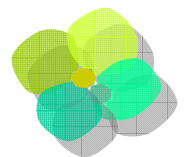
The European Centre for Innovative Textiles

- UP-TEX assists the setting up of the CETI [European Centre for Innovative Textiles] which is a 12,000 m² research centre dedicated to innovative textiles – the only one of its kind in Europe.
- The aim of the CETI is to put textiles at the centre of innovation of progressive materials of the future.
- Work on setting up the CETI will begin at the end of this year.



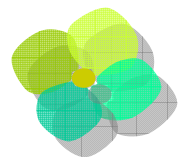
The Cluster is international

- UP-tex assists MFC Pôle, a textile competitiveness cluster in Tunisia.
- Contacts are being made with European and foreign clusters, with the aim of creating a huge network of innovative textile clusters.
- CLUBTEX, the national club for technical textile companies, supports our export companies: Shanghai, India, Germany, USA...
- The Cluster is setting up partnerships with Japan and the United States.
- Members of the Cluster take part in numerous European networks.
- The CETI will immediately establish a position on a European scale.



Conclusion

- Our Ambition:
 - To make Textiles the Materials of the FUTURE
 - To be a leading cluster in the heart of a worldwide network



THANK YOU FOR YOUR ATTENTION

- Please contact us at:

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- www.eurotexnord.fr

