

# PRESS RELEASE

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## UK traditional manufacturers, work together to find success with textile trade in China and India.

Two northern businesses are working together to supply the textile trade in the world's largest manufacturing nations with a product that is considered to be the finest quality available anywhere across the globe.

The product a 'Card Cloth Foundation' is essential for combing cotton and wool ready for textile weaving.

The 'Card Cloth Foundation' manufacturer is Lila Hirst (TCW) Limited, a small business owned and managed by ex-key personnel from James Holdsworth Limited, a company which famously pioneered flexible card clothing over two centuries ago.



A 'Card Cloth Foundation' has two key elements, natural rubber and cotton. This forms a flexible housing – known as a 'fillet', through which thousands of wires, which comb the raw material are inserted. The finished products are wrapped around cylinders, which rotate to perform their task at the high speeds required by today's modern textile giants.

Lila Hirst (TCW), based in West Yorkshire, has all the traditional cotton knowledge and product design skills that you might expect from a business with its historical links, dating back to the time 'when cotton was king'. In order to develop and manufacture its latest products it needed a rubber and coatings supplier. It called on a near neighbour from just over the Pennines in Manchester.

Itac Limited was an obvious choice, as the business has a century of experience in the development and manufacture of specialist coatings and adhesives to the textile industry. Itac works closely with Lila Hirst (TCW), supplying the natural rubber based components within the product, from its dry mix and wet mix manufacturing facilities. The end result is an outstanding high quality product that reduces downtime and improves efficiency. It is suitable for use in heavyweight applications such as carpet yarn and coarse count production as well as cotton and precious fibres like silk, Cashmere, lambs wool and Angora.

Paul Armitt, Itac Managing Director comments about the reasons for the product's success: 'Linking our own knowledge and skills with that of Lila Hirst (TCW), gives us a combined 300 years of textile experience - that is entirely unprecedented and impossible to match, in this country or overseas. The result is an amazing high quality, traditional, 'Card Cloth Foundation', manufactured and designed for twenty first century production – it's proving to be a world-beater. We are delighted to be involved.'

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