

Apparel Canada Show To Unveil Futuristic Clothing

Fashionwear That Diagnoses, Treats Health Conditions Among Products At Exhibition On August 20-22

TORONTO: Canada is leading the way in breakthrough technologies in the rapidly-growing apparel and textile industry, with many innovations set to be unveiled to the public at the upcoming Apparel Textile Sourcing Canada (ATSC) show, August 20-22, 2018 in Toronto.

Among the latest advances to be showcased is a line of futuristic clothing – featuring seamlessly-integrated technology – that is designed to both diagnose and treat health conditions.

Members of the media were given a sneak peek of some of these technologies at a preview event at the Textile Museum of Canada in Toronto recently, including soon-to-be released products by local textile computing company Myant that promise to change the face of both fashion and healthcare.

Some of these innovations include stylish undergarments that act as an ECG monitor 24-7, alerting users to potential heart rhythm issues, as well as apparel that provides users with remote physiotherapy, meaning patients can receive professional rehabilitation therapy – including heat, electric stimulation and compression treatment – remotely from the comfort of their home.



From left: Chase Vance, Global Business Development Director, Apparel Textile Sourcing. Mr. Chen, Director, Market Promotion Department, China Chamber of Commerce for Import & Export of Textile & Apparel (CCCT). Bob Kirke, Executive Director, Canadian Apparel Federation. MD. Shakil Mahamud, First Secretary (Commercial), Bangladesh High Commission. Helen Harakas, Executive Director, Brands for Canada, Dr. Anurag Sinha, President and CEO, North American Brands Group, Sandeep Keshari, Director of Business Development, North American Brands Group, Mr. N.S. Siwach, Vice Consulate (Commerce), Consulate General of India, and Vaibhav Arora, Commerce, Consulate General of India.

The new offerings will be among a wide range of features at ATSC, including 600 local and international exhibits, three full days of seminars, panels and sessions by industry, government and fashion leaders, business matchmaking services, and fashion runway events. There will also be networking opportunities.

“ATSC will display the latest trends and unique offerings in apparel and textile from more than 20 countries, including Canada, China, Bangladesh, India, Pakistan, the U.S., the U.K., Turkey, Switzerland, Spain, Nepal and,

for the first time, the Ukraine,” said Jason Prescott, CEO of JP Communications, ATSC producer and North America’s leading publisher of B2B global trade platforms TopTenWholesale.com and Manufacturer.com.

The show will double in size from 2017 to include additional categories such as accessories, giftware, home electronics, footwear, luggage and housewares and general merchandise as part of the popular China Brand Show, coming to Canada for the first time as part of the event.

In a good will gesture, ATSC

has teamed up with leading Chinese clothing manufacturer Changshu Garment Town to donate at least 500 pieces of winter outerwear to Brands for Canada – a national organization that provides new, donated clothing, personal care and houseware items at no cost to Canadians living in poverty – during the show.

ATSC will follow the Toronto show with its first business matchmaking event in Montreal on August 24.

Show managers have also announced their involvement in the first China Import EXPO,

which takes place November 5-10 in Shanghai. “This event provides an unprecedented opportunity for Canadians to introduce their brands into the Chinese market,” Prescott explained.

ATSC is supported by many international governments and associations, headed by the China Chamber of Commerce for Import and Export of Textile and Apparel (CCCT) and the Bangladesh High Commission on behalf of the Export Promotion Bureau and the Bangladesh Garment and Manufacturers Export Association.

Keep Safety Top Of Mind During This Bike Month & Beyond

THORNHILL: It’s bike month and with summer here, and more cyclists out on the roads, CAA South Central Ontario (SCO) is encouraging motorists to keep safety top of mind when sharing the road with cyclists.

All drivers and cyclists are advised to be predictable, be patient, communicate their intentions with signals, regularly check blind spots, and turn on their lights during dawn, dark and dusk.

CAA is also reminding motorists of important rules of the road that relate to cyclists:

- In Ontario, the one-metre safe passing rule requires a one-metre distance between driver and cyclist to improve safety for both.
- Although a cyclist physically only occupies a part of the lane at any time, they are permitted, under the Highway Traffic Act, to use the entire lane.
- Drivers and their passengers must be vigilant when exiting vehicles to prevent “dooring”-placing a vehicle in the path of an



oncoming cyclist. While the penalty for ‘dooring’ increased in 2015, the issue persists with 209 dooring collisions reported to the Toronto Police Service in 2016. ‘Dooring’ a cyclist carries a set fine of \$365 and three points. The number of dooring collisions increased year over year in both 2015 and 2016 and was up 58 per cent in 2016 from the 2014 baseline.

CAA recently surveyed its members in South Central On-

tario regarding their perceptions of ‘dooring’ and awareness of a life-saving technique called, the ‘Dutch Reach’ and found:

- Less than 1/4 of members are aware of the legal consequences of ‘dooring’.
- More than 4 in 5 members agree that ‘dooring’ is a safety issue for cyclists.
- ‘Dooring’ accidents are likely to be left unreported. Only a very small proportion of members who have experienced ‘dooring’

recall police involvement afterwards. Only 4 per cent of dooring incidents among members were reported to the police.

- 86 per cent of members surveyed have not heard of the ‘Dutch Reach’.
- Opening the vehicle door using the ‘Dutch Reach’ is not a common practice among members. Only 15 per cent of members indicated that they use the ‘Dutch Reach’ to open their vehicle door. Those who do use the

‘Dutch Reach’ tend to be cyclists, males and younger Members.

Some additional safety tips to keep in mind:

- Cyclists should ride cautiously when approaching intersection as some motorists may be in the act of turning.
- Cyclists should not pass motorists on the right; but rather wait or pass on left as it is dangerous to be in blind spot of a vehicle already in the act of turning.
- Cyclists are required to have a white front light and a red rear light or reflector if riding between a half hour before sunset and a half hour after sunrise. White reflective tape is also required on the front forks and red reflective tape on rear forks.
- A bell or horn in good working order is also required.
- Motorists turning right should look carefully for cyclists on their right side and in their blind spot.

Download CAA’s new Bike Assist App that uses GPS to navigate cycling routes and roadside bike assistance. - CAA

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