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Supplier Relationships Key to Sustainability Success

Texworld seminar explores benefits of certifications in a sustainable textile supply chain

Greensboro, NC—June 17, 2014— Dina Dunn, General Manager of [Blink](#), a marketing company specializing in the textile supply chain, will moderate a Texworld USA seminar featuring some of the industry’s most important global, third party textile product and manufacturing certifications. The seminar, entitled “The What, Where and How of Garment Production” will focus on the contributions independent certifications can make to successful relationships between suppliers and brands. The seminar will be held on July 22nd at 11:00 am. [Texworld USA](#) runs July 22nd-24th at the Javits Convention Center.

“Major brands and retailers who source textile products from around the globe recognize that partnerships with like-minded manufacturers are integral to the success of their sustainability strategies,” Dunn says. “Third party certifications can play a significant role in increasing transparency, reducing complexity, and communicating mutual commitment to environmental and social responsibility.”

Four highly respected organizations will participate in the panel discussion with Dunn:

- Sam Moore of Hohenstein Institute America will discuss OEKO-TEX® certifications for hazard-free textile products and sustainable manufacturing facilities
- Sandra Marquadt will present the Global Organic Textile Standard
- Avedis Seferian will address WRAP, the Worldwide Responsible Accredited Production certification
- Anne Gillespie, Director of Integrity at the Textile Exchange, will address effective steps for improving the industry’s sustainability profile

Admission to this and all events in the Lenzing Seminar Program is complimentary for Texworld participants. Online registration is available at www.texworldusa.com.

About Blink

Blink is a full service, integrated marketing and design firm with a diverse client base and extensive experience across the entire textile supply chain. The ecoBlink practice specializes in creating genuine and effective sustainability strategies and communicating them in a meaningful way across a multitude of media. The agency is woman-owned and operated and is headquartered in Greensboro, NC. www.blinkready.com