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1 The Connotation and Steps for Development of Textile Brand Culture

By Hui YANG, Xinyang Bureau of Quality & Technical Supervision, Xinyang, Henan

Abstract: Brand culture is considered as the natural expression of concept of core brand value and whole connotation of the brand, and an effective carrier of exchange of feelings and communication of information between a brand and the consumers or even the public devoted to the brand. In this paper it is analyzed the concept and connotation of brand culture, introduced in details about 7 steps of its development and clarified the matters necessary for attention in development of brand culture.

Key words: brand culture; connotation; step; matters necessary for attention

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By Xin-zhen ZOU, Mei-zhen LI, Light Industry and Textile College, Nei Mongol University of Technology, Hohhot, Inner Mongolia

Abstract: Treatment of ramie fibres with UV radiation was carried out with an UV system developed by ourselves in various radiation power and duration. It was investigated the effect of UV radiation under different conditions on the dyeing property of ramie samples, and tested the dye uptake, colour fastness, and change in strength for the treated ramie fibres. Finally, it was determined the optimized condition of process for treatment with UV radiation through orthogonal test.

Key words: ramie; UV radiation; dyeing property

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By Wenqin JIA, Yingping GAO, Yunrong CHU, Huafang Stock Company, Binzhou, Shandong

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Key words: Coolmax fabric; dyeing and finishing; UV radiation; anti-radiation finishing

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By Bin MIAO, Nantong Dadong Co., Ltd, Nantong, Jiangsu

Abstract: Chitosan/cotton blended spiral towel was dyed with reactive dyes. It was analyzed and investigated the factors affecting the dyeing result from the pretreatment to the end of dyeing process. Taking purple as an example, it was optimized for all penetrating agent, leveling agent, batching-up time, dyeing temperature, PH value, as well as dosages and feeding time of various dyes and auxiliaries.

Key words: chitosan; dyeing; reactive dyes; towels; leveling agent; bath ratio; PH value; quantitative feeding amount; quantitative feeding time

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By Liangzheng, HE, Nantong Textile Vocational Technology College, Nantong, Jiangsu

Abstract: The chief items and basic methods of routine assessment of performance in dyeing finishing factories were determined through data collection and statistical analysis. It was demonstrated that specific statistical analysis had important significance in improving the management level of dyeing finishing factories. It was pointed out the basic requirements and methods for assessment of quantity, quality, and consumption. These assessment methods was of great significance for raising the management level of small and medium-sized dyeing finishing factories that just started their business.

Key words: dye-house; target assessment; method

30 Effect of Decating on the Properties of Polyester and T/C fabrics

By Li-xian GAO¹, Zhi-feng ZENG², Wei-qiang JIANG² 1. Textile Engineer, Zhejiang Industrial Vocational Technology College, Shaoxing, Zhejiang; 2. Xinjian Textile Company Limited, Shaoxing, Zhejiang

Abstract: The strength, permeability, fastness, wrinkle recovery angle, color difference and dimensional stability of polyester and T/C fabrics before and after decating were tested, and the results indicated that decating improved the warpwise strength, wrinkle recovery angle, dimensional stability, and serviceability of the fabrics without affecting the fastness. However, the shade and permeability decreased after decating.

Key words: decating; polyester fabric; T/C fabric; property

CLEAN PRODUCTION

34 Energy Saving, Water Conservation, Consumption and Emission Reduction Techniques for Dyeing and Finishing

By Hong-xi LIU, Guangdong Textile vocational technology college, Foshan Guangdong

Abstract: The dyeing and printing sector has always been a pillar industry of our country and also one of the large industrial sectors which consumes a great deal of water and discharges a great deal of effluent. It affects the safety and healthiness of textile products, ecological environment, and sustainable development of China's textile industry. Energy saving, water conservation, consumption and emission reduction of the dyeing and finishing industry make up a huge system engineering. In this article, it is discussed in several aspects such as green textile fibres, semi-finished products, dyes and additives, as well as dyeing and finishing equipments and new technology of energy saving and consumption reduction.

Key words: dyeing and finishing technology; energy saving; water conservation; consumption reduction; emission cut

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