

DHJ International

The technical coating specialist brings its expertise to the world of protective and image clothing with one idea in mind:

To combine style with performance

Protection

Regulations concerning protection are evolving at a fast pace, and "We're only at the beginning," declares the general manager of DHJ International, Bernard Finckenbein.

"In the context of this regulatory environment, our leitmotiv is to privilege above all end user. Like for 007, protection has to be effective, discrete, and equipped with the latest technology, in addition to being stylish!"



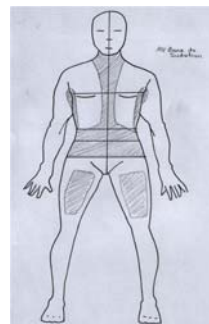
Package or complete offer



Because the risks are multiple, it appears essential to approach protective clothing from a general point of view. "The spectrum of risks is broad, and there are in general several solutions . . . For example, you can combine our Coldwinner thermo-regulating under-layer with one of our shirts from the Atmosis® collection. You will obtain a thermal protection ranging from -30°C up to +20°C. The Atmosis shirt acts as a pump accelerating the absorption and the drying of perspiration."

Comfort: mobilizing the team

"My mission is to establish a compromise between comfort and protection," indicates Sabine Varieras, comfort and thermal project leader and member of DHJ's research team.



"To conceive a new garment, I work with our fashion designer. For us, well being means feeling good, reflecting a positive image of oneself and one's work. The feel of the material is also important. It is when working with the client to define his specific needs that I am able to apply my know-how."

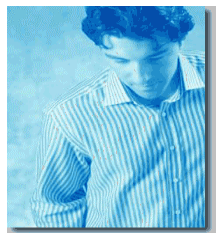
For instance, I can adapt the material according to the areas of the body to be protected; applying thermal protection in one area, while allowing evacuation of perspiration in another."

Ergonomics and practicability



In order to obtain a multifunctional product, DHJ uses different techniques such as various weavings or knitting as well as protective coatings in specifically defined areas. Examples include an anti-slip coating applied to the inside pocket which helps to hold into place a mobile phone, or sealed shoulders... "A real treat for a designer!"

When urban life rhymes with work wear



Ten years of experience in the sportswear and urbanwear markets has made it possible for our team to recognize the needs of the men and women of today. "Why should *preformed* knees be reserved for *the skaters*? They bring a real comfort!" More and more demand is being placed on multifunctional, flexible products that are adaptable and easy to maintain. That's why DHJ works with one of France's most famous design agencies.

Time is a key factor....

DHJ seeks an increased durability of its materials while looking to reduce maintenance costs. The Atmosis® collection is a perfect illustration : a regular cotton swatch washed 40 times at 95°C is worn, deformed. Atmosis® under the same conditions keeps its properties after more than 100 washes. Moreover, the maintenance costs are divided in half. Dirt is washed out with less detergent, less water and at a lower temperature. One of the greatest rental clothing companies and some administrations are currently testing the products.

....ecology is a must !

"Because we plan on a long-term development, we work technology and ecology jointly. "This is why Atmosis® benefits from the Oeko-Tex label," declares Bernard Finckenbein before concluding, "Listening to our customers has led us to innovate for 40 years. We will go on serving our customers with reliability and adaptability. And we will continue on focusing on end user - the heart of our trade."



www.dhj-international.com