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# “Crimplene”, a new type of terylene



Modèle « BELFA », Oumansky & Co.,  
Genève.

Photo Gallivaggi

SCHAPPE S.A., BÂLE  
Fibre « Crimplène » (fibre, fibra, Faser).

Modèle « HISCO », His & Cie S.A., Mur-  
genthal.

Photo Gallivaggi

Among the host of today's synthetic fibres, ICI's terylene (represented in Switzerland by "Imperial Chemical Industries (Export) Ltd." in Zurich) occupies a leading position. In order to extend the use of this synthetic fibre to the knitwear industries, the manufacturers have produced a continuous bulky filament called "Crimplene", ideal for the manufacture of soft, springy and light knitwear and jersey garments, so strong and resistant that they can be machine-washed, spun-dried and put on again without ironing, for they never lose their shape, size, freshness or elegance. Schappe Ltd. in Basle, the only licensee outside the United Kingdom, now produces "Crimplene" yarn. It maintains close contact with all Swiss knitwear industries, which have adopted the new yarn, and in conjunction with ICI in



Modèle « YALA », Jakob Laib & Co., Amriswil.  
Photo Gallivaggi

Zurich it provides them with the necessary technical assistance and know-how; both the finished articles and the fabrics are regularly submitted to thorough quality tests.

In order to launch the new fibre, which benefits from the fine reputation enjoyed by all products turned out by the big Schappe Ltd. synthetic spinning mills, a fashion parade and cocktail party was organised in both Zurich and Lausanne; the models shown included dresses, suits, coats, slacks, pullovers, jackets, swimsuits, etc., produced by a number of leading foreign firms and half-a-dozen well-known Swiss knitwear manufacturers.