



For Immediate Release

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## **MATERIALS AT WSA EXPO & CONFERENCE EXPLORES WHAT 'GREEN' REALLY MEANS**

The Materials at WSA Expo & Conference, held in Las Vegas, USA 19-21 February, 2008 announces its third educational workshop entitled, *'Demystifying What 'Green' Means'*. Addressing this fundamental topic, the seminar will define "green" within the supply chain, products and manufacturing.

The workshop will define buzzwords such as sustainability, organic, renewable, recyclable, aqueous and water solvents, before going on to help attendees fully understand their products, supply chain and manufacturing processes, as well as how to identify sustainable suppliers.

Specialists within the synthetic, leather and textile industries, Karla S Mugruder and Nicholas M Yardy PhD will host the workshop. **Karla S Magruder** is president of Fabrikology International, a textile consulting firm specialising in marketing and educating the market about innovative technologies and sustainable fibres. Having worked in the textile industry for more than 25 years on a global scale, she has experience of materials right through to finished products. **Nicholas M Yardy** is director of marketing and technical service for Sappi | Warren Release Papers and has been involved in the synthetic leather industry for eight years. Leveraging his chemical background and strong connection with the synthetic leather manufacturers, he is an expert at assisting the industry with emerging technologies.

Courtney Harold, Show Director comments on the importance of this workshop, "The environmental impact of every industry is under scrutiny today. It is key that everyone within the chain of footwear production and commerce understands the issues. 'Eco-friendly' and 'green' are words often used to describe products, which through development to finished goods do little or no harm to our environment. At the Materials Expo, we are offering a perfect platform -

where the entire footwear industry will be gathered together – to address the green subject head-on. Attendees will leave understanding how their companies and the industry in general, can make a difference to the planet, and this all begins with an understanding of what green really means.”

As an additional support, everyone attending the workshop will receive a dictionary of ‘green’ terms that will provide a valuable reference book for the future.

To find out more about the Materials at WSA Expo and Conference, visit [www.materialsatshow.com](http://www.materialsatshow.com).

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### **Notes to editor**

#### **About The Materials at WSA Show**

The Materials at WSA Expo and Conference will be held at the Sands Expo in Las Vegas, opening two days before The WSA Show and overlapping it by one day. The Materials at WSA Expo and Conference will focus on innovation in the development of new materials (including leathers, synthetics and textiles) as well as components, technology and sourcing solutions for the footwear and accessories sector.

#### **The WSA Show and The Collections at WSA**

The WSA Show™ is the world’s largest footwear and accessories marketplace. The Collections at WSA™ occurs simultaneously with the WSA Show and has become the premier luxury footwear and accessories marketplace by gathering the world’s largest assortment of high end designers and brands under one roof. These semi-annual events, held in Las Vegas, USA, each attract more than 37,000 participants from 95 countries, including 1,600 exhibitors showcasing more than 6,000 brands.

#### **About WSA Global Holdings**

WSA Global Holdings, LLC is the only business-to-business marketing services company focused exclusively on the global footwear and accessories industry. WSA global is known best for the WSA Show™ and The Collection at WSA™. Through its online and print publishing division, the company publishes WSA Today™, a daily e-zine, [wsatoday.com](http://wsatoday.com) and the new online searchable database, The Shoebook™. The company established its retail relations division in 2006 to build relationships with retail buyers, merchandisers and executives, both domestically and internationally.

Additional information is available at [www.materialsatwsa.com](http://www.materialsatwsa.com), [www.wsashow.com](http://www.wsashow.com), [www.wsacollections.com](http://www.wsacollections.com), or [www.thecollectionsatwsa.com](http://www.thecollectionsatwsa.com).

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