



Press release:

## **Wolford wins 2014 innovation award for its “Pure 50 Tights”**

- **Award for the world’s first bonded tights innovation “Pure 50 Tights”**
- **Innovations as critical driving force behind company success**



**Bregenz, 16 September 2014 – The Austrian luxury brand Wolford has been awarded this year’s Vorarlberg Innovation Award for its “Pure 50 Tights”. The prize-giving took place as part of a gala event at Bregenz Festival Hall on 16 September. The prize honours Wolford’s commitment to development, especially in regard to new technologies and workmanship of materials.**

“We are especially pleased to receive this prize as it is a symbolic reward for the outstanding achievement of our development department over the past two years”, said board spokesman Axel Dreher. “Wolford has always set benchmarks with technical innovations in the past. As the critical driving force behind the company’s success, they create the core element of our corporate strategy. With the “Pure 50 Tights”, we have reached yet another milestone.”

This time it’s the world’s first tights where, due to a special technique, the seams of the panty section are smoothly bonded, ensuring they are invisible even underneath tight clothing. Furthermore, the elasticity of the fabric is retained even after numerous washes. As these quality requirements are not feasible with machine manufacture alone, manual techniques play a vital role here.



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This is the 14th time that the innovation award, presented by the Federal Economic Chamber, has taken place. The aim of the competition is to make people aware of the innovative power of companies within the state of Vorarlberg and to show which market successes can be achieved through unusual new products and services. This year, awards went to seven companies in Vorarlberg.

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Image links:

[http://service.wolford.com/download/press/Innovationspreis\\_2014\\_6.zip](http://service.wolford.com/download/press/Innovationspreis_2014_6.zip)

Image description: Innovation Award for Pure 50 Tights : Govenor Karl Heinz Rüdissler (left ) and Chamber of Commerce President Manfred Rein ( right) congratulate Project Manager Angelika Kessler ( Wolford ).

[http://service.wolford.com/download/press/Innovationspreis\\_2014\\_2.zip](http://service.wolford.com/download/press/Innovationspreis_2014_2.zip)

Image description: The development team of Wolford AG welcomes the Innovation Award 2014.

<http://service.wolford.com/download/press/aw1415/campaign/00012.zip>

Image description: Wolford Pure 50 Tights, the world's first bonded tights

[http://service.wolford.com/download/press/Wolford\\_Headquarters.zip](http://service.wolford.com/download/press/Wolford_Headquarters.zip)

Image description: Wolford headquarters in Bregenz.

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**Press contact:**

Wolford AG  
Wolfordstr. 1, A 6901 Bregenz

Ingola Metz  
Manager International Fashion PR  
Tel.: +43 (0)5574 9773 422  
Email: [press@wolford.com](mailto:press@wolford.com)

**About Wolford AG**

Wolford AG headquartered in Bregenz on Lake Constance (Austria) operates 16 subsidiaries and markets its products in about 60 countries via roughly 270 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated revenues of €155.87 million in the 2013/14 financial year (May 1, 2013 – April 30, 2014) and has about 1,560 employees. Since its founding in the year 1950, Wolford has become a leading global manufacturer's brand in the segment of luxury tights, exclusive lingerie and high quality bodywear.

