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TRYING NEW THINGS

Companies Explore New Categories, Activities, and Capabilities as Avenues for Growth



The Ortovox Sequence Trail Jersey LS

IN THE STUDIO: SUSTAINABILITY
Exploring Anti-Plastic Apparel

STRATEGIES: REGENERATIVE DESIGN
Reframing Garment Creation

CLEANING CREW

Exploring Anti-Plastic Apparel.

BY SUZANNE BLECHER

For me, popping onto social media lately means being spammed with "clean apparel." MATE the Label, free of toxic dyes and PFAS, claims it will "cut harmful chemicals out of your closet" with its 92% organic cotton activewear. Bonta Apparel gets personal with an Instagram post revealing that "most activewear is made with chemicals you can't see – pressed against your skin through every workout." Meanwhile, organic





tial Racerback Sports Bra and Compressive Legging.

brand Pact has its eyes set on big brands, touting that it's "like Vuori, but made with 90% less plastic."

Clean dressing is generally promoting apparel that is free from microplastics, harmful dyes and PFAS; and is often made in the USA with natural fibers that are non-toxic. The firms also tend to focus on processing issues and supply chain visibility. According to Ariel Dubov, Co-founder of one-piece activewear specialist Imbōdhi, "Fiber content alone doesn't determine clean chemistry. For us, clean starts with fiber origin and extends through processing standards."

Like many foods, beauty products and clothes that are deemed "natural," clean clothing is without definition. That's the part that draws concern from Laura Rysz, senior director of brand and marketing for PAKA Apparel, which incorporates alpaca fibers into its clothing. "To me, it's all about the transparency. If brands do that, it doesn't bother me," she explained. "If it borders on greenwashing, that's what could be problematic." Rysz thinks that clean brands will be around for the long haul as "people continue to think about what they are putting in and on their bodies."

Here are three prominent brands occupying the clean apparel space.

BRANWYN

BRANWYN was built for next-to-skin contact. Launched as Stay GLDN in 2014 and rebranded as BRANWYN in 2019, the firm marries natural fibers with technical performance construction in bras, underwear, shorts and leggings. The high-content Merino wool performance innerwear is made with seamless construction.

"At BRANWYN, 'clean' means looking at the whole garment: how much natural fiber it contains, where that fiber comes from, how it is processed, what else goes into the garment, and ultimately what sits against your skin," summarized CEO Deanne Buck. The Merino wool is ZQ+ certified and traceable to the farm. The yarn carries OEKO-TEX STANDARD 100 and Woolmark certifications. Products are independently tested annually by Intertek for PFAS and BPA. Buck noted that the entity is transparent about the synthetics they do use – namely nylon and elastane. Merino wool is the predominant fiber in its proprietary GLDNspun (for seamless comfort) and POWRspun (for added support and compression) constructions.

"BRANWYN is fundamentally a replenishment business, as we design products to become the pieces women reach for every day and then come back to buy again," the exec noted. The brand tries to make it easy for the customer to understand the entire process that their innerwear has gone through, through their website and blog. In short, she explained, "natural" tells you what a fiber started as. "Fiber content" tells you how much of it you're actually wearing. And "clean" requires understanding what happened to it along the way. "For Performance Innerwear, the most intimate layer you wear, we believe all three matter."


Q for Quinn Organic Racerback Sports Bra.

Q FOR QUINN

According to founder Melita Cyril, "Q for Quinn achieves the gold standard from the farm to the top drawer."

The collection consists of items made from either 95% or 100% organic cotton, are GOTS certified, and are dyed with low-impact, azo-free dyes or no dyes at all. Some underwear styles are designed to be fully biodegradable (and plastic-free).

The brand's Organic Racerback Sports Bra ($56) is a top seller, thanks to its soft hand, breathability and gentle support. "This specific bra is 100% organic cotton with a natural rubber cotton elastic and 100% cotton thread, making it one of the few plastic-free and truly functional bras on the market," said Cyril. A full-bust version of the sports bra launched in June with enhanced support for $68.

"Consumers appreciate that we offer a cleaner alternative to the many popular activewear brands, and at an affordable price," she commented. While she recognizes the people are used to a certain price point for conventional cotton, and certified organic cotton comes at a 4-6x multiple, "our pieces provide an added sense of reassurance in a time of more awareness around the potential harm that plastics in clothing are causing to our health." New pieces are currently being added to the line, including Organic Flare Leggings ethically made in Peru and an 100% Organic Cotton Padded Bra with cotton grown and spun in India – part of a fully traceable supply chain.

REPRISE ACTIVEWEAR

"Clean means being intentional about what is touching your skin every day, especially where you are sweaty and your pores are open," explained Mary Bemis, founder of Reprise Activewear. Her brand, founded eight years ago, is built around Tencel and Lyocell, for absorbency, odor resistance and functionality in active endeavors. A best-selling style is the Aspen high-rise legging in a "soft super-luxe nontoxic plant-based Pure Leisure fabric" composed of 92% Tencel/8% ROICA V550 spandex. ROICA V550 is engineered to be partially degradable under specific landfill conditions. "Activewear still needs to use spandex to have a bit of stretch and at the moment, there is no natural fiber to replace it available, especially to small brands," the exec noted.

Developing performance-based textiles with natural fibers takes more time, testing, and means higher production costs for brands, including Reprise. "We have to develop our fabrics completely from scratch. This has meant a much more limited supply chain, higher minimums and longer development cycles." There is also the educational component. "When I first started marketing the brand, I would talk about 'plant-based activewear,' and most people would be surprised by the idea you can make clothing from plants, even though cotton has existed for thousands of years!" Consumers were so far removed from what is entailed in the production of clothing, so brands had to play catch up. "Now customers are very familiar that most activewear brands are using plastic-based fabrics and they're demanding cleaner, better options," she said. ■

Reprise Activewear Aspen Leggings.

CORDURA® *Advanced Fabrics* and Atextile Unveil New Outdoor Collection

CORDURA® *Advanced Fabrics* is advancing its collaboration with Atextile, the first official CORDURA *Adventurer*™ mill partner, with a new collection of 50 hand-selected fabrics for outdoor apparel and equipment. First introduced at Intertextile Shanghai Apparel Fabrics earlier this year, the collection will be showcased at **Functional Fabric Fair in Portland, Oregon, October 27–28, at booth 644.**

"This collection demonstrates the value of a CORDURA® brand partnership," said **Ryan Castanet, Director of Business Development, CORDURA® *Advanced Fabrics***. *"Together with Atextile, we're making it easier for outdoor product teams to discover proven fabric solutions and bring new products to market with confidence."*

A Focused Collection for Outdoor Performance

The 50-fabric CORDURA *Adventurer*™ collection was curated for outdoor applications and includes recycled nylon developments and advanced constructions designed for a variety of outdoor end uses. *Featured developments include:*

- **Down-Proof Lightweight Fabrics** – Engineered with a tight weave construction and a sheer coating to prevent down leakage, helping extend garment life by minimizing fill loss while maintaining lightweight performance.
- **Next-Generation Waterproof Lamination** – A newly developed laminate system designed to meet a critical market need, offering **improved breathability compared to current industry benchmarks**, while addressing long-term wear and performance breakdown seen in traditional constructions.

Bringing the Collection to Global Product Teams

The same 50-fabric collection will also be on display at the **Atextile booth U14 during Performance Days in Munich, Germany, October 13-14**. Across both events, designers, developers and sourcing teams can explore the fabrics firsthand and discuss potential applications with the Atextile and the CORDURA® business development team. Additionally, seven Atextile fabrics from the collection have also been selected for the PERFORMANCE DAYS Trend Forum, the show's curated sourcing platform.

Designed to Stand Out at Retail

To support product storytelling and visibility at retail, custom CORDURA *Adventurer*™ hangtags and sew-in labels are available for qualifying products. Featuring the collection's bright pop of blue, the branding elements are designed to help outdoor products stand out and make the CORDURA *Adventurer*™ story easy for consumers to recognize.

"As a strategic partner, the CORDURA® brand gives Atextile added support as we expand our presence in the outdoor market," said **Figo Wu, CEO, Atextile**. "Together, we can bring differentiated fabric solutions to more brands and help create products backed by recognized performance and quality."

Visit CORDURA® *Advanced Fabrics* at Functional Fabric Fair

Functional Fabric Fair attendees are invited to **visit CORDURA® *Advanced Fabrics* at booth 644** to explore the new CORDURA *Adventurer*™ collection, explore the CORDURA® fabric library and connect with the team about sourcing opportunities and upcoming development projects at the **Fall Functional Fabric Fair in Portland, Oregon October 27-28**.

"We're excited to share this first mill partnership with our brand partners worldwide," said Castanet. "Showcasing Atextile's fabrics and technical strengths through the CORDURA Adventurer™ collection underscores our commitment to collaboration, innovation, and delivering confidence to the outdoor market."

CORDURA® *Advanced Fabrics*:
Learn more at: cordura.com/adventurer
For general brand information, visit www.CORDURA.com
To connect directly with the sales or marketing team, click Contact Us on the website.

ATEXTILE:
To learn more about Atextile visit: ATEXTILE-XMN.COM
Reach out to iris@atextile.com to connect directly with the sales team.

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THE FUTURE OF CLOTHING

Reframing Garment Creation from Soil to Social Systems.

BY EMILY WALZER

A more comprehensive, integrated approach for keeping textiles out of landfills is taking hold as it's become clear that there is no one solution to the textile waste crisis. Industry interest is now turning to regenerative methods that take into account all aspects of product development and its life cycle as a promising strategy to thwart the problem of massive overproduction and overconsumption.

The potential of "soil-to-shelf" regenerative practices is explored in-depth in a recently-released report from the Eileen Fisher Foundation. The report, "Regenerative by Design," follows an online summit hosted by the Eileen Fisher Foundation earlier this year that pushed regenerative concepts in a new industry-wide direction. A question posed by company founder Eileen Fisher served as a through line for both the summit and the new report: "How can garment creation not only reduce harm to communities and the environment, but actually create a positive effect?"

"The big vision is transforming the fashion industry, based on the idea





Natalie Chanin, founder of Alabama Chanin, works to change our connection to clothing.

that there is a way forward that can be positive and hopeful," explained Hannah Scharmer, principal author of the "Regenerative by Design" report. "In the past 15 years recycling was viewed as the solution, but reality is that textile recycling is quite difficult – problems exist with synthetics and blends, and no path available to proceed."

The report features a modern framework structured for regenerative garment creation from start to end of life. Design plays a critical role. For example, typically, 80 percent of a product's footprint is based on the design. Early decision-making by designers using regenerative fibers can make a significant impact.

"Regenerative should be about restoring relationships with brands, industry, and community, not just focused on restoring the soil," stated Scharmer. "There is no one-size-fits-all methodology, there's no fixed check list, but adapting to the local environment is achievable."

FROM SOURCE TO SOLUTION

How to better reduce and manage textile waste, in-house and at large, sparked a re-think of the design process. The Eileen Fisher team came away believing that thinking about the end in the beginning stage of design is the best way forward, and was the springboard for discussion during the online Eileen Fisher Foundation Summit.

"Regenerative design focuses on how to build garments that don't end up in other industries," noted Carmen Gama, director of circular design at Eileen Fisher, Inc., who has been working to innovate end-of-life solutions for damaged garments that come back through the company's Renew take-back program. The Renew program has three systems: resale, donate (slightly worn garments) and damaged product. Damaged inventory is currently top of mind.

"Regenerative should be about restoring relationships with brands, industry, and community, not just focused on restoring the soil."

Hannah Scharmer, principal author, Regenerative by Design report.

Gama elaborated, "You don't want a cashmere blend sweater to end up as insulation for a dog bed, for example. You want to get it back into textile industry circulation." To do this, corporate focus is on building relationships and scalable solutions with systems built and designed both internally and externally. For the past decade, Gama said her goal, and the goal of leadership, is how to reduce the downcycling category and further, how to divert that inventory to other categories like textile-to-textile and mending.

In 2026 solutions exist that recycle garments back into yarn but there are gaps in between to make that happen. Gama highlights cost

Eileen Fisher knitted linen regenerative designs.



differentiation between collectors and textile-to-textile recyclers as a challenge. "Collectors can sort and sell, but if they want feedstock they need the processors. The process to make feedstock is expensive, and the technology requires infrastructure," said Gama. "If collectors can sell at 30 cents per pound to a resale business but textile-to-textile suppliers want three cents a pound there's no financial incentive for recyclers and collectors to process with textile-to-textile vendors."

BUILDING A CONNECTION TO CLOTHING

Natalie Chanin, founder of Alabama Chanin company, stated "Our connection to clothing has changed," She recalled the "material culture" of her childhood in Florence, AL, and how in the 1970's mills making underwear for the military were booming, and the region was hailed as "the T-shirt capital of the world." Her business has evolved over the years from upcycling cotton t-shirts to creating a USA supply chain in close partnership with Texas organic cotton farmers, Southern mills and Alabama suppliers in which organic prevailed over recycled. Having recently transitioned Alabama Chanin into a nonprofit, Chanin's future plans feature designing spaces that reconnect people with the places

"Regeneration promotes this idea of place and has to do with people and with land. If individuals find value in their clothes, they are less likely to discard what they purchase."

Natalie Chanin, Founder, Alabama Chanin



Alabama Chanin School of Making.

and makers behind their clothes. Moving factories back to city centers and having design and production positioned in storefront windows to connect people directly with sewing are high priority.

She explains, "Regeneration promotes this idea of place and has to do with people and with land. If individuals find value in their clothes, they are less likely to discard what they purchase."

So how does industry move the needle in 2026? Chanin responds, "At this point in circular design we've come a long way and I feel like we're close to a breakthrough but there are still a few pieces missing." If the goal is to make clothing that can be planted in the ground at the end of life and contribute to the health of soil, then investment in systems to ramp up regenerative design could prove the final piece in the puzzle. ■

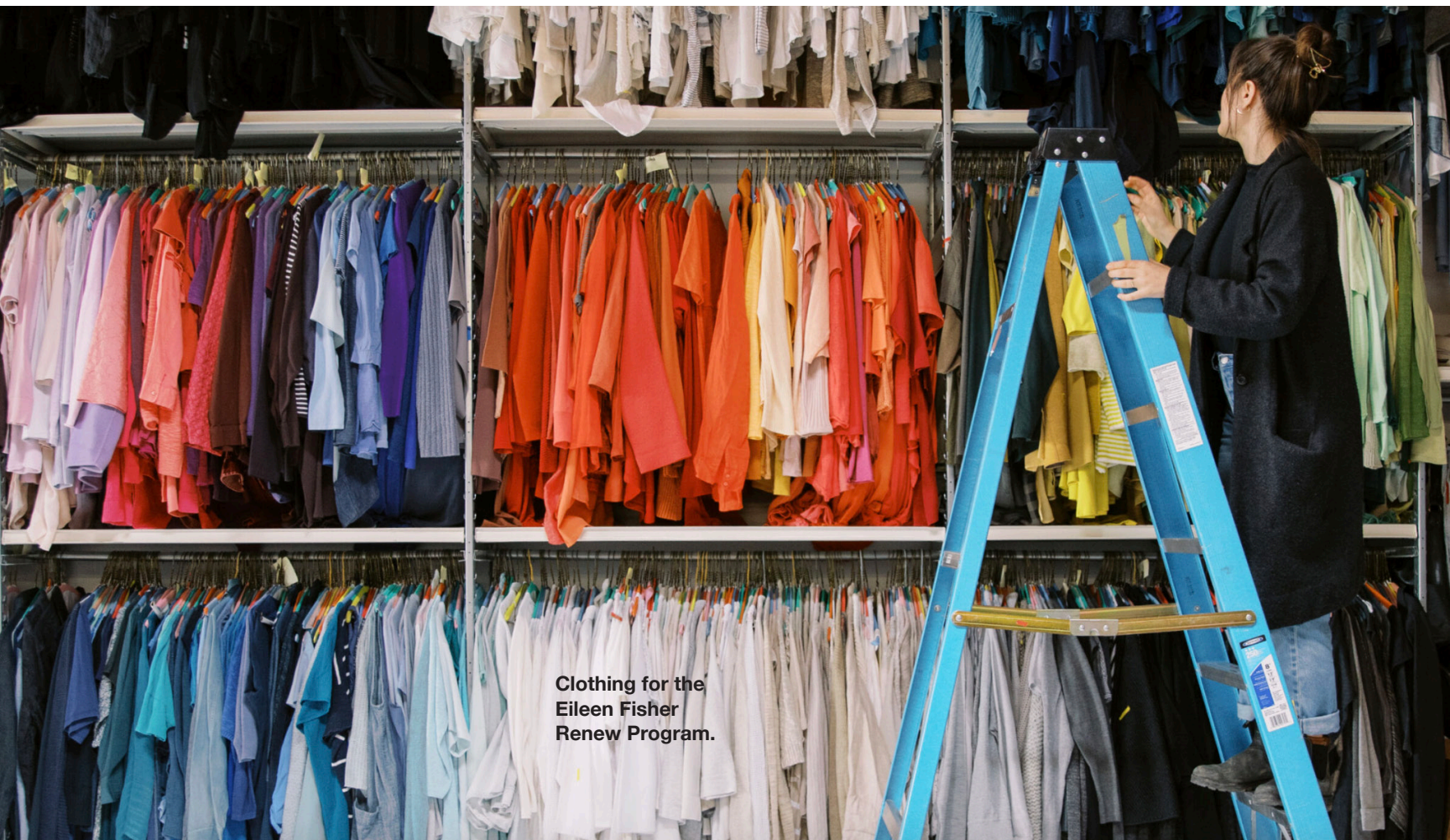
REGENERATIVE BY DESIGN FRAMEWORK: KEY TAKEAWAYS FROM THE "REGENERATIVE BY DESIGN" REPORT

Regenerative requires a whole-systems re-orientation – shifting away from harmful industry practices and finding local solutions that are in conversation with, rather than trying to control, the eco-system.

Brands play a pivotal role in making regenerative supply chains viable. Not just by sourcing regenerative fibers, but by investing upstream, building long-term partnerships with growers.

Regenerative design is as much about people as it is about the land.

True regenerative impact requires collective action. Industry-wide change requires brands embracing pre-competitive collaboration with one another as well as stakeholders.



Clothing for the Eileen Fisher Renew Program.

TRYING NEW THINGS

Companies Explore New Categories, Activities, and Capabilities as Avenues for Growth. BY SUZANNE BLECHER



Back in college, I had a business management professor tell the class that "no matter what you do or where you are in life, every month, do at least one thing that scares you." That teaching resonated over time. It is a lesson that is also paramount to firms who feel stuck in this current economic climate. At *Textile Insight*, we decided to explore what's new today – what new entities are out there, who is expanding into additional categories and where transformations are occurring in order to attract new customers. In business, and in the words of former Toyota Motor Corp. president Katsuaki Watanabe: "Being satisfied with the status quo means you are not making progress." **Here's a look at how several firms are choosing to evolve.**



An AGI Denim jacket incorporates Circ Lyocell.

CAPTURE A NEW CATEGORY

ORTOVOX launched the Sequence mountain bike collection in Fall 2026. While the company is known for its avalanche safety gear and performance wool apparel, USA Brand Manager Tom Mason saw an opening for mountain bike apparel and accessories, as a lot of the brand's loyalists ride in the summer. The move "makes us more resilient year-round," he said.

The Sequence GORE-TEX Jacket and Pants are its first products made in partnership with GORE-TEX and use the ePE membrane, which is PFAS-free and aligns with our chemical management standards. The Sequence Trail Shorts/Pants employ 87% recycled nylon as the main material with laser-cut ventilation, while the Sequence Trail Jersey is tailored with 100% textile-to-textile recycled polyester. Arms on the jersey are anatomically shaped so protectors can be worn under a t-shirt and seamless shoulders prevent a backpack from uncomfortable rubbing.

For Outdoor Research, the new path to mountain biking was straightforward. "Our customers led us here," explained TJ Schiller, athlete and partnerships manager for Outdoor Research (OR). "When we asked what they wear OR for, mountain biking was ranked among their top activities and they wanted better-fitting, more technical trail apparel." More than half of OR customers own a bike. OR's Freewheel MTB Ride Pant can be worn year-round and offers UPF 50 sun protection and a water-resistant DWR finish. The Freewheel MTB Long Sleeve Jersey employs heritage fabrics, stretch, UPF 30



The Trail Jersey SS, Shorts and Pants from the Ortovox Sequence Collection.

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and offers a recycled polyester blend with ActiveTemp thermo-regulating technology. "For us, trying something new meant listening to our customers and building for what they were already doing, which carries less risk than chasing an unfamiliar audience," Schiller said.

With Free Fly's customer base already in the water, introducing a surf and swim collection in 2025 seemed organic. According to Harrison Lindsey, head of marketing at Free Fly Apparel, "our outdoorsy target customer doesn't focus 100% on one pursuit." The surf customer may have already been aware of the brand for its bamboo sun hoodies, but not aware of its ability to create technical apparel. The firm gathered ambassadors – from professional surfers to saltwater guides and in-water photographers to get the fit, fabric and styles just right. Rachael Tilly, four time World Longboard Champion largely influenced the design of the Wavebound Bikini. The Pinnacle Rashguard has also been a big success, noted Lindsey, with features including ear holes for drainage and boardshort attachment points.

BUILD OUT A BUSINESS

After spending more than 20 years with Schoeller, Gwen Hsu co-founded SCHOTEX Global last year with Romaine Schönenberger. "In a short time, we have made significant progress in product development, brand building, factory construction and establishing a global sales team. We are seeing growing awareness of the SCHOTEX brand and strong interest from performance and outdoor brands around the world," Hsu stated.



This Zara blouse was created with textile-to-textile recycled Circ Lyocell.

EXPAND PRODUCT USAGE

Strengthening the scenario of how and where products can be used boosts awareness.

TAVI is introducing its socks to a younger and more sport-focused customer. New TAVI Tec styles are made with a performance fabrication and feature double-grip technology, with grip on both the inside and outside of the sock. The interior grip helps minimize twisting, bunching and sliding in athletic shoes. The exterior grip helps with traction.

33 Threads Senior Marketing Manager Stephanie Turpin noted that "with TAVI Tec, we saw an opportunity to take our grip expertise beyond the studio. Moving into sports felt like a natural evolution of what we already do best: creating products that help people feel more secure and connected through movement." Rather than just separating socks between grip and non-grip for specific activities, "it's opened up an entirely new conversation for us around where grip technology can go, from Pilates and Lagree to tennis, golf, soccer, strength training and beyond."

Smartwool is following its outdoor customer indoors, since Merino also works for indoor endeavors. This spring, Smartwool announced an agreement with Life Time to bring high-performance Merino wool socks and performance apparel, as well as brand experiences to Life Time's gyms and athletic events. The arrangement includes in-club media integration, event activations, and a role in Life Time's 30 Strong Challenge.

The mission of "pickleball-only" company, Selkirk Sport, is to support players through every aspect of their game. So last year, after three years of development, the Idaho-based firm launched its footwear line, the CourtStrike series. The latest iteration, CourtStrike 3.0, is a stalwart performance shoe carrying a six-month outsole warranty. "Many recreational players take to the court in running shoes or generic sneakers that simply weren't built for the intense lateral movements and quick pivots pickleball demands," Doug Thielen, President of Selkirk Sport commented, adding, "by engineering footwear specifically for the sport, we're keeping players safe, comfortable and playing at their best."

Footwear category success has now led to expansion of the range with the Legacy Shoe — a versatile model designed to transition from court to country club brunch with high-performance technology and a sleeker aesthetic. The exec revealed that about 40% of people who purchased shoes and apparel recently on Selkirk.com are new customers. "It's given us a wonderful avenue to introduce the Selkirk standard of quality to an entirely new audience," he concluded.



Selkirk Sport Legacy Women's Pickleball Shoe.



TAVI Tec double-grip socks keep the foot locked-in.

The firm now has a team of 20 employees and is built on a foundation of Swiss textile DNA. At Performance Days Munich and Functional Fabric Fair Portland shows, SCHOTEX will introduce new articles within the Terra collection that combine fine Merino wool with high-performance synthetics in double-weave constructions. Over the next five years, Hsu's ambition is for the firm to be recognized as one of the world's leading premium, innovative performance textile brands and a partner for outdoor, sportswear and lifestyle categories globally.

With the unfortunate, and abrupt, closing of Schoeller Switzerland came opportunity – and what she calls "almost a responsibility" – to reinvent. "The timing was right and I was fortunate to have a network of talented former colleagues and industry experts who shared my vision and were ready to build something special together."

According to Guy Lucas, President of Burlington, "challenging markets make disciplined innovation even more important. Customers still expect quality, reliability, speed, and competitive value, so manufacturers cannot rely only on processes that worked in the past." In July 2026, Burlington announced the commissioning of a new modernized dyehouse at its manufacturing site in Raeford, NC. The Raeford facility produces specialized fabrics used in military dress uniforms for the Air Force, Army, Coast Guard, Marines, Navy and Space Force – and is the only U.S. manufacturer producing these fabrics domestically. "The new dyehouse strengthens a critical early step in that manufacturing process by improving how wool and polyester fibers are dyed and prepared for



Outfitted by the Outdoor Research Mountain Biking collection.

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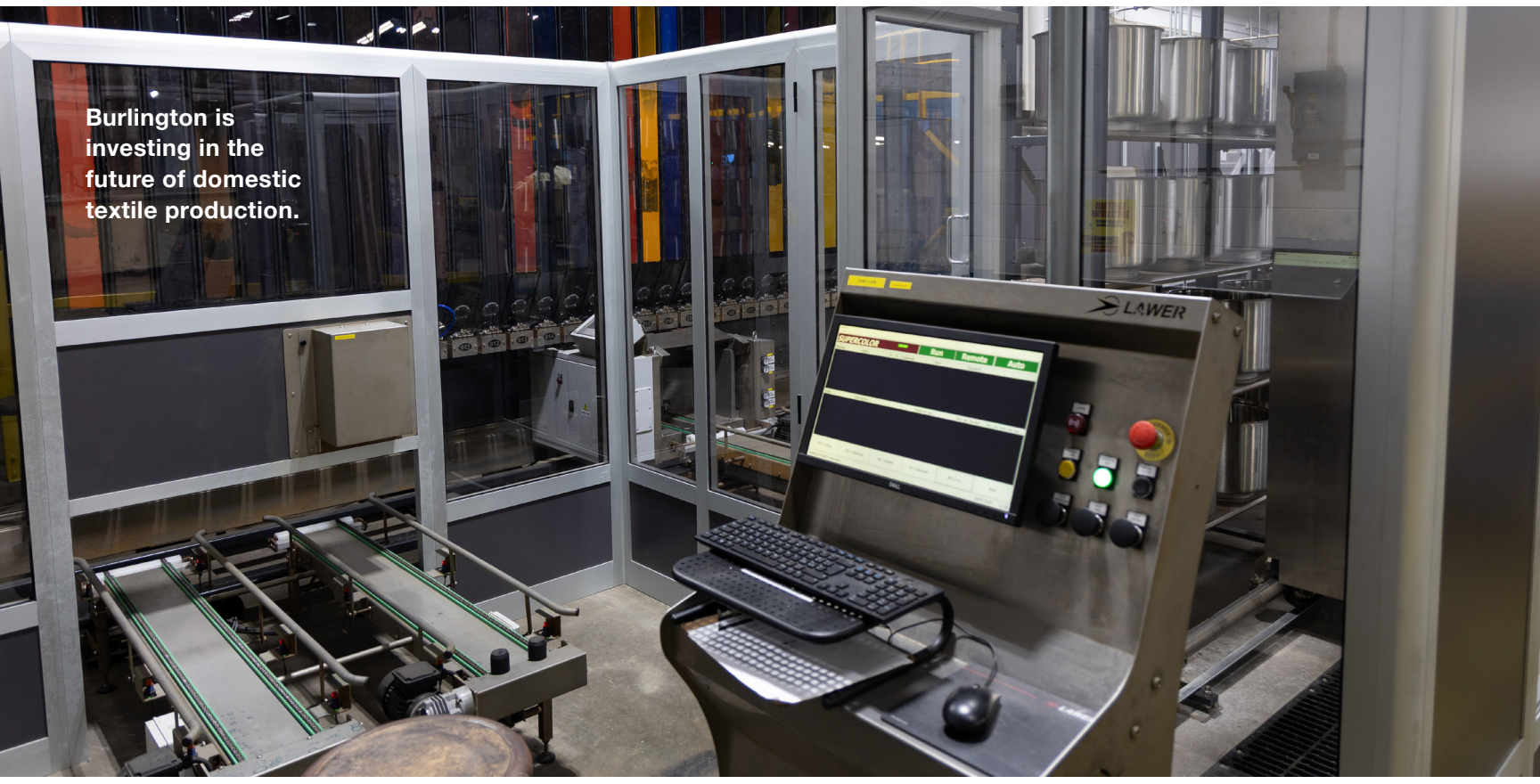
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downstream production," Lucas commented.

The project will replace aging equipment with optimized process technology, automation, controls, and supporting laboratory capabilities to improve process consistency, shade control, efficiency, quality, and repeatability. Employees also gain better tools to manage production. "The goal is not change for its own sake. It is building a more reliable and competitive domestic manufacturing platform that can serve customers and the U.S. military for years to come," per the exec.

Grangers has been known to European adventurers since 1937, and this year set its sights on expanding the U.S. market with new representatives, public relations support and B2C/B2B platforms. Its water-based, PFAS-free, bluesign-approved aftercare products maintain outdoor and technical gear by cleaning, reproofing, and refreshing it. Products can be used on waterproof apparel, down, activewear, neoprene, and footwear. Grangers developed the world's earliest waterproofing solution in 1947 that protected gear for the first successful British Mount Everest summit in 1953.

With outdoor participation on the rise and consumers moving away from traditional detergents that can damage waterproof membranes, the time is right, according to Natasha Barwell-Jones, director of marketing at Grangers. The largest obstacles include "logistics at first, then distribution partners who understand the importance of aftercare, as there is still a lot to be done to educate." Grangers' new Xtreme Collection just launched in the U.S., providing two concentrated formulas to keep



Burlington is investing in the future of domestic textile production.

ISO waterproof performance for up to 40 washes. The products are certified biodegradable and vegan, and come in bottles made from 100% recycled Prevented Ocean Plastic.

PICK A PARTNERSHIP

Earlier this year, CORDURA Adventurer was launched in hopes of simplifying the decision-making process for designers and product developers. "Rather than asking teams to navigate an increasingly complex performance fabric landscape on their own, CORDURA Adventurer offers a curated collection organized around specific outdoor applications and end-use requirements," described Ryan Castanet, Director of Business Development for CORDURA.

Applications range from lightweight wind layers and insulated jackets to waterproof shells, technical outdoor pants, and accessories. The collection was curated to support the performance, durability, protection, and comfort that outdoor consumers want. In August, Atextile was selected as the first official CORDURA Adventurer mill partner for its strong technical capabilities and expertise in outdoor performance fabrics. "In challenging economic environments, innovation becomes even more important because the cost of making wrong decisions increases. Brands need partners that help reduce risk, provide clarity, and build confidence," Castanet commented.

Designed to spur workforce development and modernize facilities to increase the competitiveness of



The Freewheel MTB Ride Pant and XT Bike Gloves from Outdoor Research, topped with a Vesper Insulated Hoodie.



Athletic and training apparel from Smartwool.


The Wavebound Bikini from Free Fly.

the U.S. textile industry, FutureTEX brings together industry, government, university and non-profits collaboratively. FutureTEX is a 10-year, $480 million national Manufacturing Innovation Institute launched by the U.S. Department of Defense that was awarded in August 2026 to core partners including Drexel University, Gaston College, Georgia Tech, ISAIC and NC State University. Industry partners are being recruited to be part of the project, with organizations including SEAMS, The Nonwovens Institute and North American Linen Association having signed on. Currently NC State and Gaston College representatives are working together to establish a nonprofit organization to take on administrative duties related to the initiative.

In efforts to make recycling scalable worldwide, Danville, Virginia-based Circ announced in October plans to build a multi-phase textile-to-textile recycling site in China. In partnership with spandex producer Huafon, Circ's technology will be used to recycle polycotton back into raw materials for new textiles. "For Circ, growth means deploying recycling facilities globally, especially in places where textile waste and textile manufacturing already sit side by side," noted Conor Hartman, president of Circ. Adding reassurance, "Huafon is investing directly in the project alongside us, and that shared commitment matters when you're building something new," he said. ■

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