



DEVELOPMENTS DENIM

JEANOLOGIA



Jeanologia belongs to the family owned Spanish Textile Group Eurotrend. Focused on technology for wet and dry garment processing in the denim market, the research and development center is based in the technological center of Valencia, Spain. With clients in 43 countries within 5 continents, Jeanologia offers a global perspective with its services to many leading manufacturers, laundries and brands. By providing the ideas and solutions for innovation in garment finishing, providing solutions for the industrialization of these processes, and ensuring the viability of these processes in production, the company is ahead of the game. With a modern facility and hands-on staff, Jeanologia has become a spin-off lab to many of the main denim laundries in the world.

Along with developing leading technology for finishing, the company also provides education and training for any client looking for a complete understanding of their products' journey. The Color and Denim University is a customized workshop with practical training programs for designers, technicians and executives alike. The Finishing Collection is a conceptual group of seasonal garments, integrating the newest innovations within the development process into a clients' supply chain.



JEANOLOGIA TECHNOLOGY

Jeanologia has been studying the true impact of the fashion industry on the environment, while creating their three latest developments: CDS, Truth & Light and G2. While asking themselves the hard questions about the cleanliness of dyeing processes, social impacts on garment workers, and the reality of the world's water supply, they wondered if 'organic' was enough? This 'ethically bent' approach resulted in a collection supported by technology that helps reduce the collective footprint in a real industrial way.



JEANOLOGIA CDS

CDS: Color Dyeing System, is the modern approach to the ancient art of garment dyeing. With technology that allows for lower temperatures, less time, and cleaner, energy saving machinery, this system pushes color dyeing for denim into the future. Vivid and faded colors promise to be prominent in the market moving forward and CDS works beautifully with lighter to brighter shades of the spectrum. Taking it further, a new focus towards blues will no doubt achieve a naturally indigo dyed appearance.



JEANOLOGIA TRUTH & LIGHT

Moving away from artificial appearances and achieving authentic vintage effects is on the rise as the newest thing in the denim market. The advances of the GFK Laser technology as a design tool bring that aesthetic together with safe and efficient, high-speed production. Jeanologia calls this, The Light. While referencing The Truth, as told by the garments in their vintage archives, Jeanologia offers inspiration for the unique and personal distress and finishing of denim.



JEANOLOGIA G2

Continuing the strong belief in an ethical approach to garment finishing, Jeanologia has created G2, their latest development to debut this year. The technology produces bleaching results with zero chemicals, but reduces color, by using only water. This 'washed by the atmosphere' technique uses less time, which translates to less energy and more productivity.