

# Organic & Printed ELECTRONICS

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## ELEKSEN PROVIDES FLEXIBLE, WEARABLE ELECTRONICS FOR BUSINESS APPAREL

Advances in smart fabric technologies have crossed into business clothing. Now, a line of Bagir Ltd. suits are made to be compatible with iPods.

Marks & Spencer, a large retailer in the UK, carries the new suits that are made for iPod. Eleksen Group provides the touch-sensitive smart fabrics for consumer electronics, and Bagir is the first Eleksen partner to create electronic-enabled business attire.



The Bagir suit jacket integrates Eleksen's ElekTex smart fabric touchpad technology. The lapel is also a 5-button electronic control panel for iPods. The control panel handles iPod functions including on/off, play, pause, track changes and volume. Users can completely control their music through the lapel control panel.

"There is always a strong market for consumer electronic goods," said Moshe Gadot, director of global development and marketing with Bagir, Ltd.

"What appealed to us about ElekTex is the ability to seamlessly incorporate this

lightweight fabric into apparel without impacting the style and clean lines of the clothing that we produce."

The sensors in the suits are made of five fabric layers that are arranged for a resistive touchpad that responds to pressure before interpreting information for a command. The sensitive sensors can distinguish the difference between

simple presses, swipes, strokes and gestures.

Eleksen works closely with designers who seek to create stylish, new interactive apparel products. ElekTex is a touch-sensitive textile that is lightweight, flexible, durable and washable.

Virtually undetectable once integrated,

ElekTex improves clothing's compatibility with the portable MP3 and mobile phone markets. ElekTex has been embedded into other apparel lines such as Ermenegildo Zegna and other high-end brands.

"Marks & Spencer and the iPod are both part of everyday life in Britain. The suit for iPod is an evolution of this, by combining technology and clothing while still maintaining the integrity of both," said Mustafa Dhar, Marks & Spencer suit buyer. "In the future, this kind of product is going to be even more important as we accommodate more technology in our lives."



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- Moshe Gadot  
Bagir Ltd.