



## A Small Zipper, A Big Power: NOTAPE® Reinvents the Zipper to Drive Breakthrough Innovation in Apparel

### Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

RIVA DEL GARDA, Italy, May 11, 2026 /PRNewswire/ - Held in Italy from May 17 to 19, 2026, the EOW Outdoor Trade Show will showcase NOTAPE®'s revolutionary tapeless and seamless zipper. Shattering the zipper industry's century-old incremental innovation paradigm, NOTAPE® resolves the core structural defects of traditional zippers with systemic breakthroughs in structure, design, manufacturing, performance and business models, setting a new industry benchmark for technological innovation and eco-design in the apparel and outdoor sectors.

#### Architecture: From Assembly to Integration

Traditional zipper innovation has always been about addition: smoother sliders, tougher teeth, eco-friendlier tape yarns. But the underlying structure never changed - teeth must rely on a separate fabric tape to attach to the garment. This "assembly thinking" keeps the zipper as an attached part, never part of the garment itself. NOTAPE® removes the independent tape and directly integrates teeth onto the fabric. The zipper becomes a natural extension of the fabric, opening new possibilities for design, manufacturing, and sustainability.

#### Design: Reinventing the Zipper's Skeleton

Conventional zippers follow a "teeth + tape" logic. NOTAPE® reinvents the skeleton. If traditional zippers "hang" on tape, NOTAPE®'s zipper "grows" on the fabric. The teeth are self-supporting, forming directly on the fabric through a one-piece integrated construction. The zipper is no longer an add-on but a functional zone that emerges from the fabric - visually invisible, structurally fused.

#### Manufacturing: From Sewing Age to Forming Age

Traditional production involves multiple steps across different factories, with accumulated errors and coordination costs. Dyeing consumes energy and water; sewing depends on skilled labor and risks

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rework. NOTAPE™ simplifies the process into one step integrated forming: fabric enters the equipment, and teeth are formed directly onto it. Tape weaving, dyeing, transportation, and sewing are eliminated. NOTAPE™ does not just sell zippers; it helps factories “delete steps”.

Performance: Delivering the “Impossible Combination”

Traditional zipper design faces trade-offs: smooth operation requires larger teeth, which become heavier and more visible; invisibility requires smaller teeth and narrower tape, but durability suffers; eco-materials often compromise strength. NOTAPE™ breaks these physical constraints. With its tapeless structure and self-supporting teeth, it achieves thinness, strength, invisibility, and durability simultaneously. Its bonding strength equals or exceeds stitched fastenings, eliminating the risk of small teeth detaching. Through precise tooth-to-fabric integration, NOTAPE™ creates a physical anti-leak barrier without the need for any film or coating.

Business Model: From Selling Inventory to Selling Technology

Traditional zipper companies follow a “make inventory” sell by length price per meter model, leading to commoditization and price wars. Brands gain little differentiation, and zipper suppliers struggle to build deep partnerships. NOTAPE™ transforms its business model from selling products to selling solutions moving from supplier to technology partner. Through technology licensing, joint R&D, and equipment leasing, it builds shared technical moats with manufacturers and brands. What customers receive is not a zipper, but a technology solution tailored to their products. As we often say: NOTAPE™ is not just selling zippers; it is reinventing garments together with its clients.

The value of NOTAPE™’s tapeless and seamless zipper lies not in any single parameter improvement, but in a fundamental restructuring of a century-old system a true reinvention. It redefines the zipper’s form, manufacturing, and value, setting a new benchmark for eco-design and technological innovation in the apparel industry.

Join us at EOW, May 17-19, 2026, Riva del Garda, Italy.

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