



## Confitex Announces New Board Appointment As It Chases Global Growth In 2016

New Zealand company, Confitex Underwear, founded in 2012, is gearing up for global growth in 2016. The specialist underwear and lingerie apparel company launched their first line of fashionable incontinence underwear in 2015. With a rapid growth in sales and the appointment of distributors in several of their key markets in 2015, they're now looking to build on this growth in 2016.

As part of this, the company has announced the appointment of business growth and marketing strategist Lisa Hinton to their board. Lisa's strengths are in brand strategy, business growth and international marketing and communications. Lisa has a wealth of experience and expertise after founding and running one of New Zealand's leading architectural businesses, and advising a range of fast growth companies in New Zealand. Lisa's passion is for partnering with talented, motivated people and transforming businesses into global companies and market leaders through clear strategy and an unrelenting commitment to the mission.

The global market for incontinence products is still dominated by plastic based disposables. Confitex is focused on providing premium, highly functional, innovative and environmentally friendly products to consumers around the world to help the one in four women and one in ten men who experience incontinence/bladder leakage.

The company is a pioneer in the specialist apparel and textile technology space, with their unique patented absorbent incontinence underwear. Their disruptive product is gradually changing perceptions and altering the status quo of this traditionally utilitarian market. With the addition of Lisa Hinton to the board it is likely that this strategy will be set to continue as Confitex expands their market share in this fast growing billion-dollar global market.

For more information and to shop Confitex products go to <http://www.confiteunderwear.com> .