

## Unifi to introduce new product at 2020 Outdoor + Snow Show



Pic: Unifi

Unifi, Inc, one of the leading innovators in recycled and synthetic yarns, will introduce a new product and further product expansion to marketplace at this year's Outdoor + Snow Show in Denver. The new additions, consistent with meeting sustainability and performance demands, include Repreve cationic-dyeable polyester & expanded Repreve Our Ocean offerings.

Unifi has long produced quality offerings to meet the demand for heather yarns that create an exciting aesthetic appeal. Combining sustainability and innovation now allows for a revolution in the heather market. Repreve cationic-dyeable delivers 100 per cent Repreve heathers and solids to the market. Offering deeper and brighter colours, as well as improved colourfastness, it can be used in a variety of constructions and across all market segments, from woven to knit to warp knit.

The dyeing of these yarns may offer energy savings as compared to some traditional disperse-dyed polyester by utilising lower temperatures.

"We've worked diligently to develop a 100 per cent Repreve replacement for virgin cationic-dyeable fibres that is globally available," said Meredith Boyd, senior vice president of global innovation for Unifi. "The popularity of heathers in apparel is bigger than ever, and this new global product offering is a great example of how Unifi continues to offer innovative products that meet the aesthetic, performance and sustainability demands of consumers."

Unifi continues to see strong interest in Repreve Our Ocean offerings since launch, as more customers are serious about reducing ocean plastic waste. Repreve Our Ocean is made with plastics collected within 50km of waterways or coastal areas in developing countries or regions.

"People around the globe are asking, 'how can we save our oceans from plastic pollution?' We listened and carefully designed meaningful processes to address this problem directly," said Jay Hertwig, Unifi's senior vice president of global brand sales. "We're finding swimwear brands are particularly interested in Repreve

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Our Ocean, and we're proud to provide a textile solution to help protect this critical ecosystem."

Unifi, Inc is a global textile solutions provider and one of the world's leading innovators in manufacturing synthetic and recycled performance fibres. Through Repreve, one of Unifi's proprietary technologies and the global leader in branded recycled performance fibres, Unifi has transformed more than 18 billion plastic bottles into recycled fibre for new apparel, footwear, home goods and other consumer products.

Made by Unifi, Inc, Repreve is the global leader in branded recycled performance fibres, transforming more than 18 billion plastic bottles into recycled fibre for new clothing, shoes, home goods and other consumer products. Repreve is the earth-friendly solution to making consumers' favorite brands more environmentally responsible. Found in products from many of the world's leading brands, Repreve fibres can also be enhanced with Unifi's proprietary technologies for increased performance and comfort.

Repreve is a trademark of Unifi, Inc.

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