



## Cone Denim Launches Future BLACK+ Denim featuring Lenzing Modal® and REPREEVE®

**GREENSBORO, N.C. (Oct. 23, 2017)** – Cone Denim, Lenzing and Unifi – global leaders in textile sustainability - are excited to collaborate on the launch of Future BLACK+ denim featuring Lenzing Modal® branded fibers and REPREEVE® Black recycled fibers. Future BLACK+, the industry's first certified fade-resistant black denim, will join Cone Denim's family of TruTone™ fabrics. Jeans made from Future BLACK+ denim contain as many as 17 recycled plastic bottles and feature superior softness, color retention and stretch, while minimizing the impact on the environment.

Future BLACK+ denim achieves its durable color by utilizing dope dyeing, an energy-saving and environmentally friendly dyeing technique that introduces the pigment during the production process. Adding the colorant during manufacturing allows the entire body of the fiber to be colored instead of only the surface and eliminates the need for a dye bath later in the process. Wash tests<sup>1</sup> have shown that denim made from Future BLACK+ showed no sign of color loss even after more than 20 washes, producing a denim that's built to last.

"Lenzing has always been committed to sustainability and making our manufacturing process as eco-friendly as possible," said Tricia Carey, director of global business development for denim at Lenzing. "By partnering with Cone Denim and Unifi, we were able to work with like-minded companies to create an advanced product that saves resources throughout the manufacturing process."

"This collaboration elevates our commitment as a sustainability leader and denim innovator," said Kara Nicholas, vice president of product design and marketing for Cone Denim. "Color retention in black denim is an increasingly important trend for consumers and a perfect fit with our TruTone™ fabric story focused around black and indigo-like navy fabrics that offer supreme color retention, plus all of the added benefits of the environmental story."

REPREEVE is a leading brand of fibers made from recycled plastic bottles by Unifi, Inc. (UFI: NYSE). Lenzing Modal® BLACK has around 50 to 60 percent lower environmental impact than conventional dyed fabric.<sup>2</sup> The Lenzing manufacturing process requires less chemical and energy inputs during manufacturing, and uses 64 percent less water during the dye process. Together, these earth-friendly fibers create a high performing, highly sustainable denim.

"By combining Lenzing Modal® fiber with REPREEVE®, we are able to satisfy some of the biggest consumer demands for the marketplace," said Jay Hertwig, Unifi's vice president of global brand sales and premium value-added sales. "Unifi is proud to work with both The Lenzing Group and Cone Denim to create a high-quality product that helps decrease our industry's environmental footprint."

Future BLACK+ will launch at Kingpins Amsterdam, Oct. 25-26, and will also be showing at Kingpins New York, Nov. 29-30, as part of the Cone Denim TruTone™ collection.

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<sup>1</sup> According to DIN ISO 6330 wash tests

<sup>2</sup> Ecological performance of Lenzing Modal® COLOR fibres and opportunities for value creating: Spun-dyeing vs. conventional dyeing

### **About The Lenzing Group:**

The Lenzing Group is a world market leader headquartered in Austria, which operates production sites in all major markets as well as a worldwide network of sales and marketing offices. Lenzing supplies the global textile and nonwovens industry with high-quality, botanic cellulose fibers. Its portfolio ranges from dissolving wood pulp to standard and specialty cellulose fibers.

Lenzing's quality and innovative strength set global standards for cellulose fibers. With 79 years of experience in fiber production, the Lenzing Group is the only company in the world which is able to produce significant volumes of all three cellulose fiber generations – from the classic Lenzing Viscose® branded fibers to the Lenzing Modal® branded fibers and the TENCEL® branded lyocell fibers. In 2016 Lenzing introduced the Refibra™ branded lyocell fibers, a product innovation based on recycled cotton scraps.

The Lenzing Group's success is based on consistent customer orientation combined with innovation, technology and quality leadership. Lenzing is committed to the principles of sustainable management with very high environmental standards and can underscore this commitment with numerous international sustainability certifications for its business processes as the most sustainable company in the sector. In addition to fibers, which form the core business, the Lenzing Group is also active to a lesser extent in the fields of engineering and plant construction.

Key Facts & Figures Lenzing Group 2016

Revenue: EUR 2.13 bn

Fiber sales volumes: 978,000 tons

Employees: 6,218

TENCEL®, Refibra™, EcoVero™, Lenzing Modal® and Lenzing Viscose® are trademarks of Lenzing AG.

### **About Cone Denim:**

A leading denim innovator for more than 125 years, Cone Denim delivers unparalleled expertise and advanced denim capabilities that service and inspire the global market. Cone promotes both sustainable practices in its operations and development of new denims. From performance denims and superior SGENE® technology to vintage re-creations of CONE® Deeptone Denim reaching back to the early 1900s, Cone offers unique collections of *SELVAGE*, *PERFORMANCE*, *STRETCH* and *NATURAL INDIGO* denims crafted out of the Cone®3D R&D incubator. Cone Denim operates as part of International Textile Group, Inc. (ITG) with manufacturing capabilities in the U.S., China, and Mexico, including the iconic White Oak® mill in Greensboro. Learn more at [www.conedenim.com](http://www.conedenim.com), [instagram.com/conedenim](https://www.instagram.com/conedenim), and [facebook.com/conedenimitg](https://www.facebook.com/conedenimitg).

**About Unifi:**

Unifi, Inc. (NYSE:UFI) is a global textile solutions provider and one of the world's leading innovators in manufacturing synthetic and recycled performance fibers. The Company's proprietary technologies offer increased performance, comfort and style advantages, enabling customers to develop products that perform, look and feel better. Through REPREVE®, one of Unifi's proprietary technologies and the global leader in branded recycled performance fibers, Unifi has transformed more than 5 billion plastic bottles into recycled fiber for new clothing, shoes, home goods and other consumer products. Unifi continually innovates to meet consumer needs in moisture management, thermal regulation, antimicrobial, UV protection, stretch, water repellency and enhanced softness. Unifi collaborates with many of the world's most influential brands in the sports apparel, fashion, home, automotive and other industries, including New Era, Levi's, Target, Ford and more. For more information about Unifi, visit [www.Unifi.com](http://www.Unifi.com).

**About REPREVE:**

Made by Unifi, Inc. (NYSE:UFI), REPREVE® is the global leader in branded recycled performance fibers, transforming more than 5 billion plastic bottles into recycled fiber 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 including New Era, Levi's, Target and Ford. REPREVE fibers can also be enhanced with Unifi's proprietary technologies for increased performance and comfort. For more information about REPREVE, visit [www.REPREVE.com](http://www.REPREVE.com), and connect with REPREVE on [Facebook](#), [Twitter](#) and [Instagram](#).

REPREVE® is a trademark of Unifi, Inc.

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