

ColdPruf adopts Repreve recycled fibre

Thursday, 10 January 2013

 ShareThis

NORTH CAROLINA – Base layer apparel manufacturer ColdPruf has taken a step towards improving the sustainability of its operations with the adoption of Repreve recycled fibre by Unifi. Repreve is made from recycled materials, including post-consumer plastic bottles.



ColdPruf, whose parent company is Indera Mills, will incorporate Repreve into its Eco-Terra and Pro-Tek base layers which are available in varying men's and women's styles. A company statement said that the use of Repreve means the quality and comfort of the base layer product will remain the same as its fabrics produced with virgin polyester.

"Indera Mills believes strongly in sustainability initiatives and has for years made this a priority," John Willingham, President of Indera Mills, said. "Using Repreve fibre is an important step in this direction."

The integration of Repreve provides further evidence of ColdPruf and Indera Mills' commitment to the environment, which is also supported by a focus on energy-efficient warehouses and production procedures, attentive recycling and efficient manufacturing processes.

In 2012 Repreve turned nearly one billion plastic bottles into yarn and fabrics used to make items for companies such as Patagonia, Ford Motor Company, and LK Life Khaki. More generally, the number and kinds of products made with recycled plastics are growing dramatically as plastic recycling expands.

Unifi recently announced that Repreve will be a first-time sponsor of X Games Aspen, which will take place January 24 to 27, 2013. As the recycling sponsor of **X Games Aspen 2013**, the goal is to raise awareness about the significance of recycling plastic bottles and choosing Repreve-based products.