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Unifi's Repreve fabric to be X Games sponsor

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Richard Craver/Winston-Salem Journal

GREENSBORO - Unifi Inc. said its Repreve brand of recycled yarn fabrics will be a sponsor of the X Games Aspen events on Jan. 24-27.

Introduced in 2006, Repreve is made from recycled materials, including post-consumer plastic bottles,

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It has been a major sales and branding factor in Unifi's stunning financial turnaround. The Greensboro company, with its largest manufacturing operation in Yadkinville, returned to profitability in 2010 after 10 years in textile limbo.

The X Games sponsorship includes an advertising partnership with Elena Hight, an X Games women's snowboard superpipe medalist.

"The X Games is an ideal event to showcase Repreve because the recycled fiber goes into many winter sports-related brands, including Patagonia, The North Face and Polartec-based products," said Roger Berrier, president and chief operating officer of Unifi.

Through the Repreve Facebook page, the company is asking consumers to pledge to recycle 100,000 plastic bottles during the X Games.

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