



# OR DAILY

## Unifi's Repreve Nylon Races Through Efficient Supply Chain

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By Eric Steele

**Salt Lake City, UT** – The North Face's Denali Jacket has been an outdoor retailer's standby for years – and now it's gone green without any change in performance or price thanks to Unifi's Repreve recycled polyester.

As a continuous filament, Repreve performs as well as "first source" polyester without a huge increase in price. As a result, Repreve polyester can be placed in existing top-tier garments without any additional product development or adjustments to the bottom line.

Global partners like Polartec jumped at the chance to produce recycled flavors of its proven products. Products like Classic 300 fleece from Polartec are making an appearance in popular designs that are decades old.

But Unifi's innovation isn't stopping there. Here at the show, it's introducing Repreve nylon. Since it's a "first source" recycled nylon, it can replace traditionally-sourced nylon in proven garments, much like its cousin, Repreve polyester. And global partners are lining up.

According to Nelson Bebo, Burlington Worldwide's vice president of sales and marketing, "We wanted to partner with Unifi because they are the global leader in synthetic yarn development. As we transfer the product to a global scale, we are able to keep Unifi as a partner."

That kind of integration makes for rapid product development and happy customers.

"Nylon is an important product in the market. To this point there hasn't been a sustainable version of the product. This introduction is a major breakthrough," said Walter Tkach, United Knitting's director of sales. "The performance of nylon is key in the application of a lot of the technical apparel that our customers use. In order to offer a complete story of recycled products, we are glad to be able to introduce the nylon aspect into the equation."

Unifi rolled out Repreve nylon after just one year in development – one of the benefits of relying on domestic production.

"We use a lot of our development resources and facilities here in the U.S.," said Roger Berrier, executive vice president for Unifi. "We start by doing development, producing samples and testing out of our main production bases in North Carolina."

But the development of a fabric is a worldwide collaborative effort, too. The supply chain only begins in North Carolina. Unifi created Repreve nylon hand-in-hand with global customers like Burlington Worldwide so that the supplier could build a smarter, more efficient process.

"As we engage in new product development with our global customers, we do that with the understanding that we will ask our global customers where they would like Unifi to manufacture that product for them," Berrier said. "By developing products domestically and producing them globally, Unifi and its global partners significantly reduce the time it takes to bring new products on stream."

Furthermore, Unifi's flexibility when it comes to global sourcing has helped meet those rapid production goals.

"In just about all of the cases, we can manufacture the product at all of our production sites around the world," Berrier said. "We develop the product and design it such that it can be manufactured anywhere in the world in our facilities."

And this is just the beginning.

"We have other products under our sustainability umbrella, Repreve, that are in development," Berrier said.

No matter what those new fabrics may be, Unifi's strategy of developing fabrics at home and then finding the best and fastest way to produce them, taking advantage of the global market, should ensure that green innovations reach market quickly. Stop by Unifi Booth #62021 to learn more.

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More information about Repreve can be found at [www.Repreve.com](http://www.Repreve.com).

The image shows the cover of the 'OR Daily' magazine. At the top left, there is a 'Q&A' section with a photo of a man and the text 'Outdoor Retailer: Join the Show, Meet the Experts & More!'. The main title 'OR DAILY' is in large blue letters. Below the title, it says 'Day Three • Outdoor Retailer Summer Market • Sunday August 10, 2008'. The central image is a woman rock climbing on a building facade. To the right of the image is a table of contents with the following items:

- The '350 Mantra'** page 6: Another and environmental? 350-club members might be looking to adopt the '350 mantra' — reduce consumption to 350 pounds per person. It would be nice.
- Down Turn** page 6: High-52 gear down a pricing curve and prices, so owners' margins require not too willing to let their gear reach old age. Unfortunately, nature's gear provides the best down.
- Dawn Patrol Alert** page 30: Need a gear store starting last fall? Take a look at the dawn patrol. Check out our guide to peak picker-upper within a few minutes of your back.
- Poly's 'Repreve'** page 33: A green trend for 'the world's best' has made many of their popular items green without losing performance or price. Thanks to Unifi's market 'Repreve'.
- Hardgoods, Soft Sell** page 34: At the inventory for the last few months, Durango's Performance Equipment is keeping. The soft focus on hardgoods — but don't sell down to numbers.
- Calm Waters** page 51: Economic turmoil has benefited the paddlers' market, so more Americans may choose to have to enjoy the calm of being on the water.
- Leave No Trace** page 67: Another company with a hand back at home: carbon footprint and back a way to save money while checking the impact on the climate.

At the bottom of the cover, there is a logo for 'PRIMALOFT ECO' with the tagline 'Earth-friendly insulation for performance & comfort' and the booth number 'BOOTH 38643'.