

## **Georgia-Pacific ups Crailar Commitment**

September 13, 2011

PORTLAND - Naturally Advanced Technologies Inc. has entered into a three year Crailar flax fibre supply agreement with home goods manufacturer, Georgia-Pacific Consumer Products.

The deal follows the recent short-term purchasing agreement which allowed Georgia-Pacific to purchase Crailar for product testing.

"It is extremely gratifying to conclude this commercialization agreement," said Ken Barker, CEO of NAT. "Our agreement with Georgia-Pacific Consumer Products holds considerable potential in the fields of use indicated thus far, and we will be able to continue to explore further uses for Crailar Flax fibre."

NAT's Crailar technology is continuing to make inroads into the mainstream apparel and consumer goods sectors.

In June, NAT entered into a short-term development agreement with corporatewear supplier Cintas Corporation to support the evaluation of processing Crailar flax fibre in corporate identity uniform programs.

Prior to that, in April 2011, NAT signed a short term development agreement with Levi Strauss & Co to examine Crailar's suitability for woven casual apparel products, specifically denim and non-denim, bottom and top weight fabrics. Also in place is a 10-year purchasing agreement with Hanesbrands.

According to NAT, the Crailar process is the first to remove the binding agents from flax that contribute to its stiff texture by bathing it in a proprietary enzyme wash. The result is a textile fibre that merges the strength and durability of flax with the most desirable attributes of cotton. Yarns made from Crailar fibres can be used in knit, woven or non-woven fabrics alone, or blended with other natural fibres used to manufacture apparel products similar to those marketed by activewear and sock manufacturer, Hanesbrands.

As well as being described as a suitable substitute for cotton – with a soft hand, and similar comfort, fit and wash properties, Crailar fibres are also said to have increased dye uptake, meaning they require fewer chemicals to achieve the same depth of colour.