

ECOTEXTILE NEWS

Levi's signs up to Crailar



PORTLAND - Naturally Advanced Technologies's Crailar technology is continuing to make inroads into the mainstream apparel sector with a new short term development agreement with Levi Strauss & Co.

Beginning in April 2011, the deal will support the evaluation of processing Crailar flax fibre in woven casual apparel products, specifically denim and non-denim, bottom and top weight fabrics.

In March NAT announced a 10-year purchasing agreement with Hanesbrands. This was the first commercialization agreement for its Crailar flax fibre. Later that month, it announced a short term purchasing agreement with Georgia-Pacific to further evaluate the use of Crailar in formed materials.

"Levi's and Dockers are the quintessential denim and casual wear brands," said Ken Barker, CEO of NAT. "We are very excited to be working with a company like Levi's because it aligns with our broad strategic goal of identifying and partnering with the most important brands in categories upon which we believe we can make the greatest impact. I have great confidence in the ability of Crailar to make a performance and economic impact for Levi's products."

NAT has already developed flax fibre blended with cotton into sustainable yarns and fabrics those possess properties such as moisture management and shrinkage resistance, with the comfort and price parity of cotton.

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