

Naturally Advanced adds Portland executive

Date: Wednesday, August 31, 2011, 10:09am PDT - Last Modified: Wednesday, August 31, 2011, 11:53am PDT

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Naturally Advanced expands its Portland-based executive roster.

Naturally Advanced Technologies added a second Portland-based executive to its roster Wednesday with the announcement that Jay Nalbach will join the company as chief marketing officer.

Like Ken Barker, Naturally Advanced CEO, Nalbach comes to the sustainable fiber company from Adidas where he served as brand director at Adidas Group Japan KK where he headed up the Reebok brand. His background also includes work with Foot Locker and Fila International.

"His experience growing business and securing market share for major global brands like Adidas, Reebok and Fila will impact the adoption of our Crailar fiber as we move ahead with a focus on large global brand partnerships," Barker said in a press release.

Naturally Advanced, which is based in British Columbia but is led by Portland-based Barker, develops rough fibers such as hemp and flax into sustainable fiber for textiles. The resulting fiber, Crailar, is gaining traction in the industry.

The company has signed purchasing or development agreements with HanesBrands, Georgia-Pacific, Levi Strauss and Company, Cintas Corp. and Ashland Inc. since March of this year.

Naturally Advanced closed a \$13.5 million investment in June.

<http://www.sustainablebusinessoregon.com/articles/2011/08/naturally-advanced-adds-portland.html>