

Naturally Advanced signs agreement with Carhartt

By Christina Williams, Sustainable Business Oregon



Carhartt signed an agreement to evaluate the use of Naturally Advanced flax fiber in its line of work clothing.

Naturally Advanced Technologies Inc. announced Monday that it signed a flax fiber development agreement with Carhartt to evaluate the use of Crailar Flax fiber into Carhartt's work wear.

The agreement began in September.

"Our testing to-date has demonstrated significant qualities that will be beneficial to the work wear market, including increased tensile strength, reduced shrinkage and high dye uptake that can reduce chemical usage," Ken Barker, Naturally Advanced's Portland-based CEO.

Barker added that Crailar also has been shown to wick moisture, making for more comfortable work clothing.

Naturally Advanced, which originally focused on making material-grade fiber out of hemp, started working with flax last year. Since then the

company has signed development or purchasing agreements HanesBrands, Georgia-Pacific, Levi Strauss & Company and others.

Last week, Naturally Advanced announced a similar development agreement with Westex Inc., which makes flame-resistant and arc-rated protective clothing fabrics.

Carhartt is based in Dearborn, Mich.

Naturally Advanced stock is traded over the counter under the symbol NADV.

<http://sustainablebusinessoregon.com/articles/2011/10/naturally-advanced-signs-agreement.html>