



Naturally Advanced strikes deal with Target Corp.

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Naturally Advanced Technologies Inc. on Thursday said it struck a deal with Target Corp. to test the use of its flax-based CRAiLAR fiber in the retailer's domestic textiles such as towels and sheets.

Sustainable Business Oregon reports that under the new agreement, the company gave Minneapolis-based Target (NYSE: TGT) two years of exclusive rights to use the technology in the domestic textiles category. It calls for Target to evaluate CRAiLAR Flax in several products, including sheets, bed tops, shower curtains, window treatments, table linens, decorative pillows, towels.

Based in Lake Oswego, the company (OTCBB: NADVF) is led by former Adidas executive Ken Barker. Its technology transforms rough fibers such as flax and hemp into a sustainably developed fiber comparable to cotton. Erik Siemers covers footwear and apparel, technology, energy, manufacturing and ports.