




# US: Cone Denim unveils yarn with 25% extra stretch

By Richard Woodard | 15 August 2014

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Denim developer [Cone Denim](#) has unveiled its new Level II SGene yarn technology, claimed to be 25% more stretchy than before.

The company said the new yarn had superior force and an expanded global scale, with availability in the US, Mexico and China.

It quoted independent lab results showing the 25% extra stretch figure, as well as enhanced “snapback” providing greater shape conformity and a slimming effect.

The yarns contain spandex and filament polyester, covered with cotton, providing a soft cotton hand and appearance.

Kara Nicholas, vice president product development and marketing at Cone Denim, said: “Our new Level II fabrics are a great addition to the SGene family, elevating the performance of stretch to the next level and unleashing the newest generation of denim fabrics that conform, slim and shape but with unbelievable power and comfort.”