

Textile News

Cone Denim Becomes BCI Member

GREENSBORO, N.C. — June 4, 2015 — Cone Denim[®], a global leader in denim authenticity and innovation, has been named a member of the Better Cotton Initiative (BCI). BCI is a not-for-profit organization that promotes responsible global standards for Better Cotton, bringing together the complex cotton supply chain from farmers to retailers.

“We are pleased to join the other member companies of BCI,” says Steve Maggard, Vice President Operations, Planning & Product Development for Cone Denim. “Cone Denim promotes sustainability and responsible manufacturing in all of our operations, and we appreciate the opportunity to work with other members of the cotton supply chain to share best practices and work to continuously improve the production and sustainability of cotton, and grow the demand for Better Cotton.”

Cone Denim promotes both sustainable practices in its operations and development of new denims. “We stand behind sustainable practices at each of our facilities around the world and operate in ways that minimize our environmental footprint and promote responsible stewardship of the area’s natural resources,” says Maggard.

As a leader in global denim innovation, the company’s Cone[®] 3D R&D incubator develops fabrics focused on performance, comfort, uniqueness, and sustainability. Breakthrough initiatives include incorporating distinctive fiber blends and fabric constructions, and engineering unique process technologies -- all supported by environmentally responsible practices. Cone’s Sustainblue[™] Collection is comprised of denim constructions using recycled cotton and polyester and sustainable yarns. The company partners with suppliers that have received numerous award certifications for their achievements in providing fibers and yarns that have a reduce, reuse, recycle component. Each is making an effort to expand the world’s natural and man-made resources into products that are woven and featured in the Sustainblue Collection.

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