



## First Rock Band to Tour Cone Denim's White Oak Mill

By Katie Husband

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GREENSBORO -- "We're just incredibly baffled and knocked out by what we saw. It was a really special tour," said Todd Mohr, singer and guitarist for Big Head Todd and the Monsters.

Inside Cone Denim's White Oak Mill sit hundreds of these machines called X3 shuttle looms.

"Really concentrated on these old vintage 1940 shuttle looms, they're called X3's and the fact they're still operating here, the only ones that are operating in the world," said Ken Kunberger, International Textile President and CEO.

Over the years, a variety of guests have come in to see them in action. But members of Colorado-based rock band Big Head Todd and the Monsters are the first rock and rollers to set foot inside the mill's 110 year operation.

"We've never had a rock and roll band, but with the affiliation of Cone Entertainment center downtown, we're going to do a lot of that this year," said Kunberger.

Cone Denim's invited the band as part of the celebration of its 125th anniversary. Some of the members had no idea what went into making one of their favorite articles of clothing.

"I've always been a lover of jeans. Everybody I know. I had no idea how much work was involved and how labor-intensive it was and the incredible history behind the manufacturing process. It's really impressive," said Mohr.

And now the band can walk away with reminder of where their denim comes from.

"It just feels timeless, somehow. There's just a ruggedness to it and just something about it that's really special," said Mohr.

Big Head Todd and the Monsters are playing at the Cone Denim Center in Greensboro this Sunday.