

## **ECO2Cotton Gains Popularity As Leader For Recycled Products**

### **Ecological and Economical:**

Most manufacturers, as well as consumers, are very interested in the actual process and recognize intuitively that the use of recycled textiles can be far better for the environment than growing, irrigating and dyeing new cotton.

Cotton has been defined by the World Wildlife Federation as a water and chemical intensive crop, using as much as 29,000 liters of water per kilogram of cotton (not even including the dyeing phase) and 11% of all pesticides.

To reutilize post-industrial cutting scraps, which are actually new, first quality products, the ECO2cotton process begins with the collection of cut and sew t-shirts, underwear or other apparel items from large U.S. and Central American manufacturers.

With more than 30 years of experience and five factory locations, the firm has developed a wide range of technology to sort, re-fiberize and blend the different textile by-products.

Through this proprietary blending process, no new cotton dyeing is necessary and quite unique colorations and heathers are the result. The entire recycling process ensures that no new dyes or harmful chemicals are needed to generate new cotton crop growth, thus making great environmental sense.

It makes great economic sense as well, as companies oftentimes use the fibers and yarns as alternate products for cotton at a lesser cost. This will be an import factor moving forward, as cotton prices worldwide continue to increase.

### **Reduce, Reuse Recycle – Corporations Searching For Waste Solutions...:**

Parent company, South Carolina based Martex Fiber Southern Corp, is a leading textile waste recycler, providing manufacturers opportunities to find the highest and best use for their process waste. Often, companies will sell off textile waste, but it will be sold to a broker who uses one high value item and sends the balance of material to a landfill.

Martex Fiber is committed to finding a use for every textile by-product and is continuing to do market research to find new applications for textile waste. Many apparel and home textile manufacturers are going one step further and working with Martex to try to “close the loop.” This is the last, and most important, step in the recycling process.

It often refers to the point when a company sells or a consumer buys a recycled product after it has been put into a recycling program and reprocessed into a new item. Martex Fiber assists major apparel and textile manufacturers looking at “greening” their own operations to explore what is possible both in the U.S. and Central America, where much of the cut and sew textile waste has moved and Martex has partner operations.

“The ideal scenario is for a company to rely on Martex Fiber to collect their textile waste, reprocess it, and either re-use it through Jimtex Yarns, or one of the other reprocessed fibers that Martex produces,” confirms Harry Matusow, President of Jimtex Yarns.

### **New Product Innovations with ECO2Cotton:**

Recycled cotton yarns are beginning to follow the same path forged by organic cotton – starting at the smaller eco-boutiques and now opening up to major designers and retailers working to see what is possible in woven and knits for products such as denim, duck canvas, sweaters, fleece and t-shirts, as well as novel products like rugs, blankets and home furnishing fabrics for the larger markets.

An example is expanded possibilities for the ECO2Cotton brand, particularly through recent partnerships, such as the firm’s exclusive relationship with Towellers, one of the largest woven towel and domestic

product manufacturing mills. Towellers will be exhibiting its new line of blankets, as well as kitchen and beach towels, using the ECO2Cotton brand at its NYC showroom during market week August 6-9, 2007.

Through novelty twisting, (offered in-house at Jimtex) or using ECO2cotton yarns in combination with other yarns, Jimtex craft yarn and apparel manufacturers are able to experiment with new labels that combine recycled cotton and wool or other specialty eco-fibers such as bamboo, hemp and recycled polyester. ECO2cotton products were recently used in a new line of upholstery weight Chenille, perfect for afghans and blankets too.

Product prototypes such as jeans, t-shirts, fleece and accessories can also be seen at the ECO2cotton Fabric, Fiber and Yarn booth (booth no FA23505) at the MAGIC Show in Las Vegas, August 27 – 30. The firm will be happy to show the unique colors that are achievable through fiber blending, as well as connect designers and retailers to companies familiar and ready to work with these eco-friendly yarns and fibers.

#### **“Live Green Give Green...” by In2Green:**

As an advocate for recycled products in general, the firm has partnered with the web-based company In2green to promote “Live Green, Give Green.” Products such as t-shirts, fleece, hats, blankets and novelty items have been uniquely designed to show what is possible with ECO2cotton.

In2green’s goal is to promote better environmental choices when gift giving, especially for corporate events, where the use of inexpensive “throw away” products is pronounced. “We have affordable options for all size budgets...why waste our resources? says Lori Slater, who comes to the venture with a background in interior design and product development.

“We hope that every corporation is now taking a stand for sustainability within their own organizations and will also look at their product choices when planning holiday and corporate gifts. It sends a consistent message, when you put your promotion on recycled products.”

The In2green Eco Collection will be exhibited at the D.C. Green Festival on October 6-7, where organizers that include Co-op America expect crowds that mirror the 30,000 patrons that showed up recently in Chicago.

In2green’s eco collection will include recycled textiles for casual apparel, blankets, hats and accessories, as well as corporate gifts which can be custom embroidered or silk-screened. A portion of the company’s profits from the Green Festival will go to Leave No Trace, a highly successful campaign to help promote recycling and trash removal from our national parks.

#### **ECO2Cotton At the Retail Level:**

As companies continue to explore Jimtex yarns for socks and apparel, woven upholstery fabrics, denim, as well as craft and novelty items, the ECO2Cotton message will be seen more and more through the use of our hang tags and definitive labeling at retailers across the country.

“We feel certain that the more consumers are aware of the impact of their product choices, the more they will seek out – and even demand – recycled and eco-friendly products. We are proud to be poised as a forerunner in the industry, providing environmentally-friendly product alternatives,” said Stefanie Zeldin, Director of Marketing and Corporate Sustainability.

**Courtesy: Jimtex Yarns and Martex Fiber Southern Corporation**

**Link:** [http://www.fibre2fashion.com/news/textile-news/newsdetails.aspx?News\\_id=41256](http://www.fibre2fashion.com/news/textile-news/newsdetails.aspx?News_id=41256)



[www.fibre2fashion.com](http://www.fibre2fashion.com)