

MERINO + SCIENCE = NATURALLY SUSTAINABLE PERFORMANCE

Leading polyolefin staple fiber producer

FiberVisions has teamed up with Global Merino, a developer of wool-based products, to create the only sustainably-sourced, merino/polypropylene-blended fabric that wicks and dyes like synthetics. Unlike blends where 100% content yarns are knit together, Merino + CoolVisions® are intimately blended into a 60% merino/40% polypropylene single dyeable yarn to “maximize the performance potential of each,” according to Jose Fernandez, president of Global Merino.

The single jersey fabric wicks 50% faster than equivalent wool fabric, dries 40% faster than wool and delivers superior odor management versus synthetics and 100% wool, according to field testing.

Brands including Backcountry, Mission Workshop and Hincapie are taking advantage of the unique hydrophobic properties of both merino and CoolVisions®, the industry’s first disperse dyeable polypropylene fiber, to develop garments including crewneck and quarter-zip baselayers.

Merino + CoolVisions® transmits water vapor more efficiently than both the equivalent 100% polyester and 100% wool fabrics to deliver the ultimate in user comfort and temperature regulation, both heating and cooling. The user-friendly machine wash, tumble dry blend also makes life easy for consumers.

“The reason that I made the switch for

Hincapie to use the Merino + CoolVisions® blend in our wool baselayers was because I really liked the increased performance the blend provides while still getting the same great properties of wool,” said Morgan Zornes, director of technical development at Hincapie.

“The addition of CoolVisions® to merino wool not only adds performance and style, due to its dyeability, but increases comfort. CoolVisions® is among the lightest of all commercial fibers and is inherently softer for greater comfort,” states Susan McGreal, Global Sales & Marketing Manager, CoolVisions® dyeable polypropylene.

While the athletic and outdoor communities have embraced merino for its natural breathability and elasticity, polypropylene also delivers in the eco-friendly department with its low-impact manufacturing process which includes low emissions and no toxic waste. The environmental impact of CoolVisions® is also seen at the consumer level, with reduced energy use for drying of garments and high potential for recycling. “Garments can be machine washed on low temperature and hang dry in minutes,” according to McGreal.

Additionally, CoolVisions® has great chemical and stain resistance compared with polyester, which further contributes to the lowest carbon footprint as garments stay cleaner, longer without excessive laundering and washing.

Both FiberVisions and Global Merino believe

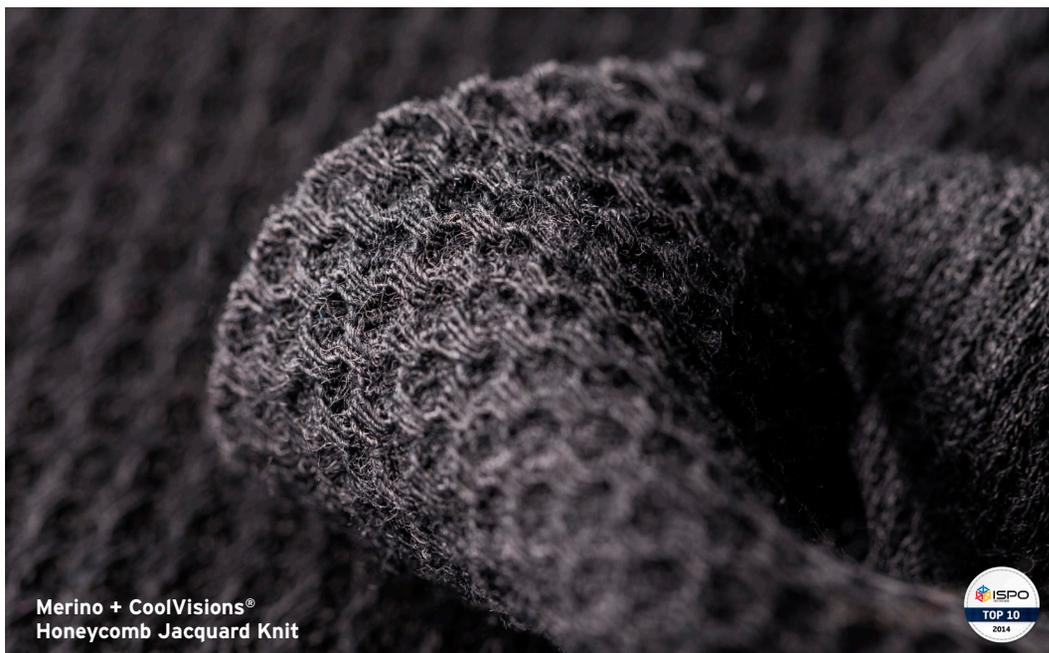
that a better product also includes its sourcing and manufacture. FiberVisions is Oeko-Tex® certified and all chemicals and dyes used in fabric production are bluesign® compliant.

For brands, Merino + CoolVisions® is an equation that makes financial sense considering the price benefit as compared to 100% wool. “Given the level of performance, it provides a tremendous value to the brand and consumer,” said Fernandez.

FiberVisions: Who We Are

FiberVisions, one of the world’s largest producers of polyolefin staple fibers, continues to broaden its portfolio with the addition of new and differentiated products. The company’s entrée into the apparel market has been successful with the introduction of CoolVisions®, the industry’s first disperse dyeable polypropylene fiber. FiberVisions has four manufacturing facilities across three continents in North America, Europe and Asia.

FiberVisions is owned by Indorama Ventures Public Company Limited, a leading producer in the polyester value chain in Thailand with strong global network and manufacturing across Asia, Europe and North America. Its products serve major players in diversified end user markets including food, beverages, personal and home care, health care, automobiles, textile and industrial. IVL’s main products are PTA and PET, which are distributed worldwide.



Merino + CoolVisions®
Honeycomb Jacquard Knit



TO LEARN MORE

FiberVisions

3700 Crestwood Parkway, Suite 900
Duluth, GA 30096
800-241-0340

For further information about
CoolVisions® dyeable polypropylene visit
www.cool-visions.com

Or Contact:

Susan McGreal
Global Sales & Marketing Manager
CoolVisions®
Office: 636-936-0299
Cell: 636-578-8999
Email: susan.mcgregal@fibervisions.com