

Unifi's Repreve teams up with Detroit Lions for sustainability initiative

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The Detroit Lions are partnering for the second straight year with Greensboro-based [Unifi](#) Inc.'s Repreve on sustainability.

As part of the partnership designed to educate fans on the importance of recycling, Lions quarterback [Matthew Stafford](#) and other players will wear the green jerseys made from Repreve fiber at the Aug. 8 preseason scrimmage.



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Repreve is made from recycled water bottles and used in products ranging from [North Face jackets](#) to the interior of Ford Fusion cars.

Detroit Lions Team President [Tom Lewand](#) said the NFL team is "very excited to have Repreve back for another year of a great sustainable partnership."

"Last year, Lions fans recycled nearly 60,000 plastic bottles at Ford Field," he said. "We look forward to the continuation of this aggressive recycling effort and showcasing Repreve-based products created from recycled plastic bottles to our fans."

[Roger Berrier](#), president and chief operating officer of Unifi (NYSE: UFI) said that compared to other countries, the U.S. recycles significantly fewer plastic materials, with less than 32 percent being recycled.

"Together with the Lions, we can show fans that through the simple act of recycling, they can play a role in transforming plastic bottles into great consumer products," he said.

Unifi recently announced plans to [expand capacity](#) at its Repreve recycling facility in Yadkinville with a \$10 million investment and up to 20 new jobs.

Katie Arcieri covers manufacturing, transportation/logistics, aviation, textiles, tobacco and furniture. Contact her at 336-370-2913.