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Cone Denim teams with Unifi to launch new type of denim



Katie Arcieri

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Greensboro-based Cone Denim has announced a new type of denim called "ConeTouch" that aims to provide more comfort and stretch in jeans.

ConeTouch, which was developed out of the company's Cone 3D research incubator launched in spring 2013, is made with Greensboro-based Unifi Inc.'s Repreve, a popular product derived from recycled bottles.

Each pair of jeans made with ConeTouch denim contains an average of eight recycled bottles.

"ConeTouch with Repreve technology brings a new dynamic to stretch denim," said Kara Nicholas, vice president product development and marketing for Cone Denim. "People connect with their denim and these amazing fabrics have the soft, cotton-like feel we love in our favorite jeans but with added conforming stretch and recovery and a sustainable recycled component."

Jay Hertwig, vice president of global branding for Unifi, said the company has been working with Cone Denim on the development of the new cotton-like touch denim.

"Applying this technology to Repreve makes it possible to offer eco-friendly denim that has synthetic performance with a naturally soft and comfortable hand. This is a very unique product in the market and we are excited to introduce it with Cone Denim," he said.

ConeTouch is being introduced to customers this week at the Premiere Vision show in Barcelona.

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



Julie Knight

Beverly Richmond, weaver instructor with Cone Denim, inspects denim being woven on a modern loom that allows a wider range of fabric types to be woven. Cone Denim has come up with a new type of denim called ConeTouch that aims to provide more comfort and stretch in men's and women's jeans.