Responsible Innovation

As we shift away from virgin synthetic and finite resources, it is essential that the replacements are scalable, plentiful, and derived from rapidly renewable or recycled sources. These new materials must also withstand the performance requirements of diverse applications. Working closely with our partners, we're proud to incorporate the following innovative materials:

Man-Made Cellulosic Fibers

We are the first and only polyurethane material to utilize rapidly renewable TENCEL™ Modal fibers, which are manufactured using beech wood sourced from sustainable forests.

About TENCEL™

- TENCEL™ Modal is a cellulosic fiber manufactured by Lenzing AG from beech wood sourced from sustainable forests in Austria and neighboring countries.
- Beech wood forests are a natural and renewable source of raw material, supporting our use of rapidly renewable resources.
- The use of TENCEL™ Modal helps efficiently use natural resources and reduce emissions and other environmental impacts.

Collections with TENCEL™: Eco Tech, Pearlized, Ultraleather, Ultraleather Pro

Sustainable and Recycled Yarns

Collections with 65% polyester/35% rayon backcloths will be updated to include recycled and responsible resources by 2025.

The recycled polyester is sourced from REPREVE® and uses recycled plastic, post-consumer polyester, and recycled post-industrial polyester, utilizing an estimated 8.3 recycled plastic bottles per yard or 9 bottles per meter. Supporting our use of recycled fibers, the use of REPREVE® helps conserve natural resources, diverts waste from landfills, and uses less energy.

About REPREVE®

- REPREVE® polyester is a branded fiber manufactured by Unifi that uses recycled plastic bottles and post-industrial waste to create high-quality yarns.
- REPREVE® is as strong and durable as virgin polyester but uses recycled inputs instead.
- REPREVE® fibers are fully traceable and are made using cleaner chemical processes.
- Certifications include Scientific Certification Systems (SCS), Oeko-Tex Standard 100, and Global Recycle Standard (GRS).

The rayon fibers are transparently sourced from ECOVERO™. The use of these fibers helps reduce water impacts, emissions, and other environmental impacts.

About ECOVERO™

- ECOVERO™ is a branded viscose-alternative fiber produced by Lenzing AG that uses sustainable wood inputs from certified and controlled sources.
- Compared to generic viscose, ECOVERO™ has up to 50% lower water impact and 50% fewer emissions calculated by the Higg Materials Sustainability Index.
- Certifications include EU Ecolabel, Oeko-Tex Standard 100, FSC, PEFC, and TÜV Austria Belgium NV OK compost certified.

Current collections that now include this blended backcloth across all SKUs are Brisa, Brisa Distressed, and Fresco.

Bio-Based Resources

In 2019, we introduced our first biobased collection, Volar Bio. This revolutionary product touts a 29% USDA BioPreferred Program label, reduces our dependence on finite resources, and incorporates wood pulp and corn-derived resins. By 2025, the collection will include Susterra® propanediol sourced from U.S. corn dent kernels, which does not detract from food supply or agricultural resources.

About Susterra®

- Dent corn is a renewable, resource-efficient, carbohydrate crop allowing production of bio-building blocks at large scale replacing fossil fuels. Susterra® is 100% bio-based, USDA certified, and reduces the carbon footprint.
- Susterra® propanediols are sourced through regenerative agriculture, a set of management practices farmers use to build and improve their soil. These practices improve soil health, protect biodiversity, reduce fertilizer/pesticide use, and can potentially sequester carbon.