

## Recycled Plastic Bottles Transformed Into Denver Broncos Caps From New Era Using REPREEVE® Fiber

November 6, 2017

DENVER and GREENSBORO, N.C., Nov. 6, 2017 /PRNewswire/ -- The Denver Broncos just got greener! Today, New Era Cap – the official on-field hat of the National Football League (NFL) – announced the debut of its first-ever official NFL cap made with plastic bottles, thanks to the use of [REPREEVE®](#) fiber. Starting on November 12, fans will be able to purchase the new, eco-friendly New Era caps at the Broncos Team Store at Sports Authority Field at Mile High during Broncos games. The REPREEVE-based caps will come in multiple styles, including the 9FIFTY® and 9TWENTY®. Retailing for \$34.99 for the 9FIFTY and \$24.99 for the 9TWENTY silhouette, each hat is made using four plastic bottles. REPREEVE is the leading branded, recycled performance fiber made from high-quality recycled materials, created by global textile solutions provider, [Unifi, Inc.](#) (NYSE:UFI).



"We are thrilled to have two great partners in REPREEVE and New Era coming together to produce a unique and eco-friendly Broncos product for our fans. These hats are well designed and represent our brand well," said Darren O'Donnell, Vice President of Business Development for the Denver Broncos.

"The synergy between REPREEVE and New Era Cap represents one of incredible quality, performance, and a commitment to eco-friendliness," said Mark Maidment, Vice President, Creative for New Era Cap. "Not only does New Era Cap value environmental consciousness, but our consumers are also increasingly looking for products with a transparent sustainability story. We are excited to expand our eco-friendly product offering to the NFL with an exclusive launch with the Denver Broncos."

The New Era 9FIFTY® cap is the company's classic snapback style with a structured front panel and a full crown; the visor is designed to be worn flat but can be curved for individualized styling. The 9TWENTY® is a strapback hat with an unstructured, curved visor. Both caps reflect the unique styling New Era is known for, enhanced with an environmentally responsible twist because they are made with REPREEVE.

"We are excited to extend our relationship with New Era and the Broncos," said Jay Hertwig, Vice President of Global Brand Sales for Unifi Manufacturing, Inc<sup>1</sup>. "The collaboration will help us continue to spread the word that recycled plastic bottles can become high-performance products when they're made with REPREEVE."

Unifi is also teaming up with the Denver Broncos to envelop fans in eco-friendly messaging prior to and during the game. REPREEVE-focused messaging will run on stadium boards during the game, and on Nov. 12 and Nov. 19, Unifi's custom-designed, interactive REPREEVE #TurnItGreen mobile tour will be at the stadium for fans to visit prior to kickoff and hear how their recycled plastic bottles can be transformed into high-performing gear.

### **ABOUT NEW ERA CAP:**

Since 1920, New Era has been hand-crafting the finest headwear in the world. Today, with [apparel and accessories](#) lines, the brand is a market leader rooted in sports and an influencer of street and lifestyle culture around the globe. With over 500 licenses in its portfolio, New Era is the brand of choice in the worlds of sport, fashion, music and entertainment. The Company is headquartered in Buffalo, N.Y., and its products are sold in more than 80 countries. For more information on New Era's [global offices](#) and partnerships, visit [www.neweracap.com](http://www.neweracap.com) and social channels @neweracap.

### **About REPREEVE:**

Made by Unifi, Inc. (NYSE:UFI), REPREEVE® is the global leader in branded recycled performance fibers, transforming more than 10 billion plastic bottles into recycled fiber for new clothing, shoes, home goods and other consumer products. REPREEVE is the earth-friendly solution to making

consumers' favorite brands more environmentally responsible. Found in products from many of the world's leading brands including New Era, Levi's, Target and Ford. REPREEVE fibers can also be enhanced with Unifi's proprietary technologies for increased performance and comfort. For more information about REPREEVE, visit [www.REPREEVE.com](http://www.REPREEVE.com), and connect with REPREEVE on [Facebook](#), [Twitter](#) and [Instagram](#).

**About Unifi:**

Unifi, Inc. (NYSE:UFI) is a global textile solutions provider and one of the world's leading innovators in manufacturing synthetic and recycled performance fibers. The Company's proprietary technologies offer increased performance, comfort and style advantages, enabling customers to develop products that perform, look and feel better. Through REPREEVE®, one of Unifi's proprietary technologies and the global leader in branded recycled performance fibers, Unifi has transformed more than 10 billion plastic bottles into recycled fiber for new clothing, shoes, home goods and other consumer products. Unifi continually innovates to meet consumer needs in moisture management, thermal regulation, antimicrobial, UV protection, stretch, water repellency and enhanced softness. Unifi collaborates with many of the world's most influential brands in the sports apparel, fashion, home, automotive and other industries, including New Era, Levi's, Target, Ford and more. For more information about Unifi, visit [www.Unifi.com](http://www.Unifi.com).

REPREEVE® is a trademark of Unifi, Inc.

<sup>1</sup>Unifi Manufacturing, Inc. is a wholly owned subsidiary of Unifi, Inc.

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