

Unifi Inc Logo

Unifi Unveils PROFIBER™ and New Branding at 2018 Outdoor Retailer Summer Market

July 24, 2018

Company launches new 'True Innovation Starts in the Fiber' positioning and PROFIBER™ brand polyester and nylon yarns embedded with performance technologies

GREENSBORO, N.C., July 24, 2018 /PRNewswire/ -- Unifi, Inc. (NYSE: UFI), global textile solutions provider and one of the world's leading innovators in manufacturing synthetic and recycled performance fibers, announced the launch of the Company's new 'True Innovation Starts in the Fiber' branding, which highlights Unifi's commitment to the development of innovative and sustainable performance fibers backed by a flexible, global supply chain. Unifi is also introducing its new [PROFIBER™](#) brand that provides options to integrate multiple performance [Tru-technologies](#) into polyester and nylon yarns that deliver increased fabric comfort, performance and functionality. Unifi unveiled its new branding and positioning while showcasing its focus on performance apparel and activewear through innovative combinations of functional benefits at the [2018 Outdoor Retailer Summer Market](#) (booth 1022-LL), which takes place July 23-26 in Denver, Colorado.



"We are excited to show outdoor brands and retailers ways in which they can combine a wide range of Unifi Tru-technologies with our leading PROFIBER™ virgin and [REPREVE®](#) recycled yarns that offer multiple performance benefits," said Richard Gerstein, executive vice president of global branded premium value-added products and chief marketing and innovation officer for Unifi. "Meaningful innovation happens when you can integrate garment design and functionality with unique combinations of technologies that are embedded in the fiber. Our goal is to help inspire those who design and develop new products to innovate at the fiber level to achieve differentiated performance, comfort and style."

As part of the new branding, Unifi has repositioned its performance technologies to be benefit focused making it easier for customers to select the properties that are most important to their consumers. Unifi's proprietary Tru-technologies offer a wide range of performance properties such as wicking, thermal comfort, full coverage, bounce, stretch, sun protection and water resistance. Examples of the new Tru-technologies and benefits featured in various fabric constructions at the 2018 Outdoor Retailer Summer Market include:

- **TruTemp³⁶⁵™**-- High-tech fibers for fabric that performs, providing year-round comfort in warm or cool weather.
- **TruDry™**-- Breathable, moisture-wicking fiber technology helps keep fabrics cool, dry and comfortable.
- **TruCover™**-- Fibers with an increased surface area deliver flexible, lightweight stretch and coverage without show through.
- **TruFlexx™**-- Fibers that allow fabrics to move freely and stretch without binding or sagging.
- **TruCool™**-- Performance fibers create fabrics that feel cool to the touch.
- **TruTouch™**--Fibers with cotton-like softness provide a natural touch and feel.

"Consumers want reliable performance that lasts the life of the garment, and that's why we strive to deliver options with our high-quality fiber and technology platforms," said Jay Hertwig, group vice president of global brand sales. "By offering a wide range of products focused on benefits, we can help our customers create innovative fabrics that solve everyday problems and meet and exceed their consumers' expectations."

Unifi is also leading the way in sustainable performance with REPREVE, the global leader in branded recycled fiber. Through its proprietary U TRUST™ verification program, REPREVE is one of the most trusted and certified earth-friendly fibers in the world. High-quality, recycled yarns are made from 100% recycled materials, including post-consumer plastic bottles, pre-consumer waste or a hybrid blend of both. Products made with REPREVE also help conserve energy and natural resources.

The REPREVE #TurnItGreen National Mobile Tour is also on-site at the Outdoor Retailer Summer Market (booth 54143-UL), where attendees have the opportunity to experience firsthand how recycled bottles are transformed into performance fibers. To date, Unifi has transformed more than 12 billion recycled plastic bottles into REPREVE products, and has a goal to recycle 30 billion bottles by 2022.

For news updates from Unifi, visit <https://unifi.com/news> or follow Unifi on Twitter (@UnifiSolutions).

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 primary products include the PROFIBER™ brand of virgin polyester and nylon performance fibers, and REPREVE®, the global leader in branded recycled performance fibers made from recycled materials, including plastic bottles. Through REPREVE®, Unifi has transformed more than 12 billion plastic bottles into recycled fiber used by many of the world's leading brands of apparel, footwear, home goods, and other consumer products. Both PROFIBER™ and REPREVE® yarns can be embedded with a combination of innovative Tru-technology performance benefits such as moisture management, thermal regulation, cooling, UV protection, water resistance, enhanced softness and cushioning. For more information about Unifi, visit www.Unifi.com.

View original content with multimedia: <http://www.prnewswire.com/news-releases/unifi-unveils-profiber-and-new-branding-at-2018-outdoor-retailer-summer-market-300685616.html>

SOURCE Unifi, Inc.

Christine Spiegel (cspiegel@unifi.com), Jennifer Whisnant (jwhisnant@quixotegroup.com), Halah Mohsen (halah.mohsen@edelman.com)