

Unifi Inc Logo

## Unifi Announces New REPREVE® Our Ocean™ Product Offering

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### ***New sustainable fiber is made from bottles at high risk of entering the ocean***

Unifi, Inc., makers of REPREVE®, the leading recycled fiber, has launched a new sustainable product that enables customers and consumers to play a role in solving the ever-growing problem of ocean plastic. To deal with the root cause of ocean plastic, [REPREVE® Our Ocean™](#) fiber is made from bottles collected within 50 kilometers of coastlines in countries or areas that lack formal waste or recycling systems.

“REPREVE Our Ocean is a premium collection of fiber and resin sourced from bottles at high risk of entering in the ocean,” said Jay Hertwig, Senior Vice President of Global Brand Sales for Unifi. “We have long cared for our air, land and natural resources by transforming billions of plastic bottles into REPVE recycled fiber. With REPVE Our Ocean, we offer a unique opportunity for brands to tell an ocean-focused story.”

Each year, at least 8.8 million tons of plastics make their way into the ocean, which is the equivalent of dumping the contents of one garbage truck into the ocean every minute. In addition, at least 80 percent of plastic flows into the oceans from land, and at current rates, there will be more plastic by weight than fish by 2050.

“Forward-thinking brands that want to take a stronger stand in addressing ocean pollution—and want to make an even more specific statement about protecting the environment—now have a brand new option,” Hertwig added. “REPREVE Our Ocean is made for the good of tomorrow, and this premium product will appeal to consumers that want to do all that they can to help protect the environment for the next generation.”

REPREVE Our Ocean fiber will be on display at [Outdoor Retailer Summer Market](#) (booth 55129-UL), which will be held June 18-20 in Denver, Colo.

[Download](#) press release (PDF).