



New Era Cap, Portland Trail Blazers and REPREVE® Collaborate to Launch First Officially Licensed NBA Hat Made With Plastic Bottles

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New 9FIFTY hat will be unveiled during NBA Green Week

GREENSBORO, N.C., April 5, 2017 /PRNewswire/ -- New Era Cap Co. Inc. announces the debut of its first-ever official National Basketball Association (NBA) cap made with plastic bottles, featuring the Portland Trail Blazers, thanks to the use of [REPREVE®](#) recycled fiber. The new, environmentally conscious New Era 9FIFTY® cap will launch exclusively with the Trail Blazers, coinciding with NBA Green Week. The REPVE-based caps will be sold at Rip City Clothing Company at the Moda Center during Trail Blazers games on April 6 and April 8, and will retail for \$30. Each hat is made using four recycled plastic bottles.



REPREVE is a leading recycled fiber made from plastic bottles, created by textile manufacturer, [Unifi, Inc.](#) (NYSE:UFI). To ensure that products made with REPVE are traceable, transparent and environmentally responsible, Unifi utilizes its proprietary U TRUST™ verification program. U TRUST is a third-party, comprehensive certification program that is designed to provide REPVE customers with a high level of transparency. As part of the U TRUST program, Unifi uses FIBERPRINT™ technology, a unique tool allowing Unifi to analyze fabrics and products for the FIBERPRINT signature and certify the level of REPVE content.

"The synergy between REPVE and New Era Cap represents one of incredible quality and performance, along with 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 consumers are also increasingly looking for products with a transparent sustainability story. Through its U TRUST program, Unifi helps us deliver a trustworthy, environmentally responsible cap."

"The Trail Blazers' commitment to sustainability is long-standing, and places us among the leaders in all of professional sports, with initiatives ranging from food recovery and energy efficiency, to composting and balancing our water use," said Christa Stout, Trail Blazers vice president of social responsibility. "Key to that success are committed partners in all of our initiatives who support our focus on impacting kids and families where they live, learn and play. We're thrilled to join with New Era Cap and Unifi in this cool and authentic partnership."

The New Era 9FIFTY® cap is the company's classic snapback style with a structured front panel and a full crown, combined with an environmentally responsible twist because it's made with REPVE recycled fiber. The visor is designed to be worn flat but can be curved as desired for individualized styling.

"New Era Cap is renowned for its ability to fuse innovative design with performance and quality," said Jay Hertwig, vice president of global brand sales, marketing and product development for Unifi. "Unifi is proud to be associated with New Era Cap through its officially licensed hats for the Trail Blazers, and we look forward to potential future collaborations."

Unifi also recently announced its collaboration with seven professional sports teams, including the Trail Blazers. The collaboration involves engaging crowds in messages aimed at environmental responsibility, as well as the launch of the REPVE Ultimate Sports Fan Experience, a sweepstakes series consisting of once-in-a-lifetime experiences with multiple professional sports franchises. In addition, Unifi's national REPVE #TurnItGreen mobile tour will make stops at the Moda Center before the April 6 and April 8 games. The #TurnItGreen tour includes a custom-designed, interactive trailer that travels the nation to educate the public about the importance of recycling and showcase the high-quality REPVE-based products that can be made when fans recycle their plastic bottles.

The Moda Center, home of the Trail Blazers, received LEED Gold Recertification in 2015 after becoming the first existing professional sports venue in the world to receive LEED Gold status in 2010. The Trail Blazers are also one of the founding members of the Green Sports Alliance, whose 383 members, including 180 teams, **leverage the cultural and market influence of sports to promote healthy, sustainable communities.**

ABOUT NEW ERA CAP:

New Era Cap Inc. is an international lifestyle brand with an authentic sports heritage that dates back over 90 years. Best known for being the official on-field cap for Major League Baseball and the National Football League, New Era Cap is the brand of choice not only for its headwear collection, but also for its accessories and apparel lines for men, women and youth. The brand is worn as a symbol of self-expression by athletes, artists and some of the most interesting people around the globe. New Era Cap encourages people to truly express their personal style and individuality through its products. The Company is headquartered in Buffalo, N.Y. and operates facilities in Canada, Europe, Brazil, Japan and Hong Kong. For more information, visit www.neweracap.com.

ABOUT THE PORTLAND TRAIL BLAZERS:

Members of the National Basketball Association (NBA), the Portland Trail Blazers were founded in 1970 and purchased by Paul G. Allen in 1988. The team's rich heritage includes 32 playoff appearances, three trips to the NBA Finals, an NBA championship in 1977 and a commitment to community service and sustainability. The Trail Blazers are dedicated to positively impacting underserved kids and their families throughout Oregon and Southwest Washington where they live, learn and play. Portland is the first and only professional sports franchise to receive the prestigious National Points of Light Award for excellence in corporate and community service. The Trail Blazers home arena, the Moda Center, earned LEED Gold Recertification in 2015 after becoming the first existing professional sports venue in the world to receive LEED Gold status in 2010. The team is also one of the founding members of the Green Sports Alliance. For more information, visit www.trailblazers.com.

ABOUT REPREVE:

REPREVE® is Unifi, Inc.'s (NYSE: UFI) flagship brand of recycled fibers, made from recycled materials, including plastic bottles. REPVE can be found in products ranging from apparel and hosiery to automotive and industrial applications, and is used by some of the world's leading brands, including Patagonia, Haggard, Quiksilver and Ford. REPVE's #TurnItGreen initiative is designed to encourage recycling and raise awareness among consumers that recycled bottles can be turned into cool products they use every day. For more information about REPVE, visit www.REPREVE.com; like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

ABOUT UNIFI:

Unifi, Inc. is a multi-national manufacturing company that produces and sells textured and other processed yarns designed to meet customer specifications, and premium value-added ("PVA") yarns with enhanced performance characteristics. Unifi maintains one of the textile industry's most comprehensive polyester and nylon product offerings. Unifi enhances demand for its products, and helps others in creating a more effective textile industry supply chain, through the development and introduction of branded yarns that provide unique performance, comfort and aesthetic advantages. In addition to its flagship REPVE® products – a family of yarns made from recycled materials – key Unifi brands include: SORBTEK®, REFLEXX®, AIO® – all-in-one performance yarns, SATURA®, AUGUSTA®, A.M.Y.®, MYNX® UV and MICROVISTA®. Unifi's yarns are readily found in the products of major brands in the apparel, hosiery, automotive, home furnishings, industrial and other end-use markets. For more information about Unifi, visit www.unifi.com; to learn more about REPVE®, visit www.REPREVE.com.

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SOURCE Unifi, Inc.

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