

KEEP YOUR

COOLMAX

YOUR PERFORMANCE.



COOLMAX® EcoMade fabric

Made From Recycled Resources

Introducing COOLMAX® EcoMade fabric

It's what your customers want. Introducing COOLMAX® EcoMade fabric. Made from recycled resources such as plastic bottles, it's the first INVISTA product innovation for legwear that has been designed and engineered to reduce its environmental impact by incorporating recycled raw materials that would otherwise end up in landfills.

The Right Fabric At The Right Time

Why offer products made with COOLMAX® EcoMade fabric to your customers? Because consumer demand for apparel that uses resources more efficiently is at an all-time high. And this product breakthrough represents an important step in that direction.

Meets The Performance Levels Of The Classic COOLMAX® fabric Athletes Love

What's a loss to landfills is a net gain for the active set. Tests for absorbency, wicking, dyability and abrasion resistance show that new COOLMAX® EcoMade fabric performs the same as our classic COOLMAX® performance fabrics. What's more, it demonstrated superior results when tested for whiteness.

Made with a unique 4-channel cross section for outstanding moisture movement, new COOLMAX® EcoMade fabric:

- Dries quickly
- Helps keep wearer cool and comfortable
- Maintains a natural feel that's soft, lightweight and breathable
- Empowers the wearer with more confidence, more self-belief and more focus in their sport

Like the original, COOLMAX® EcoMade fabric offers permanent and effective cooling power because it is the fabric, as opposed to competitive products that use finishes and washes.

Drink To The Future Of Legwear

Taking advantage of sophisticated recycling technology, plastic bottles go through a manufacturing process that transforms them into high-quality spun polyester yarn. This yarn qualifies for use in apparel as COOLMAX® EcoMade staple fiber and meets the performance standards of COOLMAX® EcoMade Everyday fabric.



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