

# V A L D E S E W E A V E R S

**FOR IMMEDIATE RELEASE**

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## **SUSTAINABILITY MEETS PERFORMANCE IN THE NEW INSIDEOUT PERFORMANCE FABRICS® AND SEAQUAL INITIATIVE COLLECTION**

**(Valdese, North Carolina - February, 2022)** - Sustainability is more than a practice at Valdese Weavers, it is a commitment to their employees, customers, community and our environment. As leaders in the performance fabric industry, it was only a matter of time before the innovative textile manufacturer made InsideOut Performance Fabrics® an even more sustainable performance option. In early 2021, Valdese Weavers partnered with SEAQUAL INITIATIVE as a part of their mission to make a positive impact on the environment and more specifically, to help solve the issue of marine plastic pollution.

SEAQUAL INITIATIVE is a collaborative global community whose mission is to raise awareness about marine litter and work with ocean cleanups around the world to bring value to the waste they recover. To date, SEAQUAL INITIATIVE has transformed more than 200 tons of marine litter into plastic and cleaned more than 600 tons of waste from our oceans. The OEKO-TEX certified yarns that are made from the cleaned and processed marine plastic are woven into fabrics at Valdese Weavers facility in Burke County, North Carolina. Valdese Weavers debuted their first SEAQUAL INITIATIVE collection during the ITA Showtime in June 2021 and the response has been outstanding ever since!

The positive and passionate reaction to the first SEAQUAL INITIATIVE collection drove the Valdese Weavers team to develop and engineer fabrics made with SEAQUAL® YARN that would meet the high performance criteria for InsideOut Performance Fabrics®. The result is a Greenguard Gold Certified, PFAS free, all-in-one performance fabric that has the core performance qualities of being cleanable and durable, but is also bleach cleanable, fade resistant and made with yarns that are a part of a huge initiative to help solve a major global issue! "SEAQUAL INITIATIVE is proud to collaborate with Valdese Weavers supporting our fight against marine plastic pollution with the new InsideOut Performance Fabrics® made from SEAQUAL® MARINE PLASTIC. Together for a Clean Ocean." says Mark Hartnell, Director of Operations, for SEAQUAL INITIATIVE.

"Merging these two brands together is something that our company is really excited about because of the incredible opportunity it provides our customers. They will be able to offer a performance fabric that is beautiful and reliable, but also has an incredible sustainability story that is making a legitimate difference to our environment," says Patrick Shelton, Vice President of Sales for Valdese Weavers. To learn more about the new InsideOut Performance Fabrics® + SEAQUAL INITIATIVE collection, visit [www.insideoutperformancefabrics.com](http://www.insideoutperformancefabrics.com).

### **About Valdese Weavers**

Valdese Weavers, a 100% employee-owned ESOP company, is the leading designer and manufacturer of decorative textiles in the United States for use in residential and contract markets. The company operates four facilities in Burke County, N.C., and trades under the brand names Valdese Weavers, InsideOut Performance Fabrics, Sustain Performance Fabrics, Circa 1801, Valdese International Products (VIP), Dicey Fabrics, and Valdese Weavers Contract. To learn more, visit [www.valdeseweavers.com](http://www.valdeseweavers.com) or connect through Facebook or Instagram @ValdeseWeavers.

**About SEAQUAL INITIATIVE**

SEAQUAL INITIATIVE is a unique collaborative community that works with ocean clean-up programs around the world to transform the marine litter they recover into SEAQUAL® MARINE PLASTIC; a new, fully traceable raw material with the power to raise awareness of the issue of marine pollution and highlight those helping to fight it. In choosing products containing SEAQUAL® MARINE PLASTIC, you are helping to clean our oceans.