

Press Information

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Anvil Selects the Oeko-Tex® Standard 100 Certification

Greensboro, NC—June 16, 2010— Anvil Knitwear, a leading manufacturer of earth-friendly sportswear and accessories, asserts its ongoing commitment to the Oeko-Tex® Standard 100 as their product certification of choice. Anvil's three-pronged strategy to sustainable manufacturing addresses product responsibility, environmental responsibility, and social responsibility.

“A comprehensive sustainability strategy must include product responsibility,” states Caterina Conti, Anvil's Chief Administrative Officer and General Counsel. “Our products must be well designed, high quality, affordable, and harmless to the wearer. We have to ensure that we make those products in an environmentally and socially responsible way. We rely upon Oeko-Tex® certification to confirm our products are safe and do not contain harmful substances that can negatively affect our customers.” Using Oeko-Tex® certified materials to make Anvil products provides a safer working environment for the people in Anvil's factories and, since the certified products don't have dangerous chemicals, they don't pollute the environment if they are discarded in a landfill at the end of their useful life.

Anvil selected the Oeko-Tex® Standard 100 certification for their products based on several factors:

First, the Oeko-Tex® certification is independent and verifiable.

Second, the restricted substances and limits are reviewed frequently to ensure they are consistent with evolving textile chemistry, worldwide legislative updates and the latest medical knowledge.

Third, the certification is global in scope and sets the bar according to the world's most stringent governmental regulations and consumer preferences.

“Most of our products are already Oeko-Tex® certified and our goal is to have all our products Oeko-Tex® certified,” says Conti. “It's a stamp of approval that our customers appreciate and respect.”

For more information on Oeko-Tex®, visit www.Oeko-Tex.com. See www.AnvilKnitwear.com to learn more about Anvil's sustainability initiatives and products.

About Anvil Knitwear

Anvil Knitwear, Inc., a socially and environmentally responsible manufacturer of sportswear and accessories, is a leader in the sustainable apparel industry with its AnvilOrganic®, AnvilRecycled™ and AnvilSustainable™ brands. Anvil was recently ranked the world's sixth-largest organic program and the largest domestic purchaser of U.S.-grown certified organic cotton. Anvil offers 16 affordable eco styles made from a variety of fibers such as certified organic cotton, transitional cotton, recycled cotton, and recycled PET bottles and blends, as well as more than 90 traditional styles. Anvil recently launched TrackMyT.com, an interactive Web site that chronicles and brings to life the complete journey and environmental impact of a t-shirt, from cotton-seed to consumer. For more information, please visit www.anvilknitwear.com and www.anvilcsr.com.

issued by

OEKO-TEX® Association
Secretariat
Gotthardstrasse 61
8027 Zürich
SWITZERLAND
Phone: +41 44 206 42 35
E-mail: info@oeko-tex.com

written by

OEKO-TEX® Zertifizierungsstelle GmbH
Kaiserstrasse 39
60329 Frankfurt
GERMANY
Phone: +49 71 43 271 723
E-mail: press@oeko-tex.com

