



MOUNTAIN KHAKIS® PARTNERS WITH BIONIC® YARN TECHNOLOGY

(Jackson Hole, WY – July 28, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces its partnership with [Bionic®](#) yarn technology in their Spring/Summer 2012 collection.

[Mountain Khakis'](#) new SS12 Fairway Crew and Polo styles feature a [Bionic®](#) Dpx (Duplex) Jersey Knit made using recycled plastic bottles.

The [Bionic®](#) life cycle and patented process starts with discarded plastic bottles. Redirecting bottles away from the landfill is one of many eco-benefits to the process. As plastic bottles are recycled into [PET](#), or Polyethylene Terephthalate, the chips are transformed and melted into 2" fiber strips. Spun together with cotton through a proprietary spinning process to create a dual layer [Bionic®](#) Dpx yarn, the affect is a super-soft fabric surface of cotton and a core of recycled [PET](#).

"In addition to developing the Fairway collection with [Bionic®](#) Dpx, we've been testing the ultra-durable [Bionic®](#) Hlx (Helix) in fabric for some of our heritage styles, and the results are exciting," said Ned Hutchinson, MK Product Manager. "Reports show the tensile strength of [Bionic®](#) Hlx to be far superior to that of 100% cotton. *Three times* stronger, in fact. Watch for more [Bionic®](#) pieces from [Mountain Khakis](#) in the future."

[Bionic®](#) uses a type of recycled [PET](#) fiber that can be produced universally in all nations. According to Tim Coombs, CEO of Return Textiles, "This is important to note because most non-Bionic® [PET](#) yarn's require a highly clean source of recycled plastic that can only be found in first world nations. In developing countries where plastic waste is a serious issue, there is no access to pristine recycled [PET](#). [Bionic®](#) was created as a global solution for plastic waste."

"We look forward to having our product incorporated into the [Mountain Khakis'](#) product line," said Coombs. "MK is a brand that believes in quality and durability for all walks of life; something we genuinely believe in."

[Bionic®](#) transformed over 750,000 discarded beverage bottles into premium fabric in 2010. Their goal is to utilize over 25 million bottles in their material by the beginning of 2013.

Available in 5 colors, each MK Fairway shirt contains as many as 14 [PET](#) recycled plastic bottles. They will be available in February, 2012 at authorized MK dealers in the U.S., Canada and Japan and online at [mountainkhakis.com](#).



[About Return Textiles](#)

Return Textiles is a manufacturer of sustainable materials and the innovator of [Bionic®](#) yarn technology. [Bionic®](#) is a high-quality yarn produced by using fibers collected from recycled plastic bottles. The process used to create [Bionic®](#) yarn is a patented spinning method that combines [PET](#) plastic with both performance and natural fibers. The company, backed by two mission driven entrepreneurs and recording artist [Pharrell Williams](#) has established a strong presence within both the outdoor and fashion industries. For more information visit [www.bionicyarn.com](#)

[About Mountain Khakis®](#)

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, [Mountain Khakis](#) quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The [Mountain Khakis](#) brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life.

[Mountain Khakis®](#) • Built for the Mountain Life® • *Rise Above It™*

(more)

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