



MOUNTAIN KHAKIS® PARTNERS WITH S.CAFE® “COFFEE GROUND” YARN TECHNOLOGY

(Jackson Hole, WY – July 29, 2011) [Mountain Khakis](#)®, a leading mountain-inspired lifestyle apparel brand, announces its Spring/Summer 2012 apparel collection will utilize [S.Cafe](#)® fabric made from recycled coffee grounds.

[Mountain Khakis](#)' new SS12 Approach Crew, Polo and Henley styles feature a single knit jersey made from [S.Cafe](#)® recycled coffee grounds by [Singtex](#)®.

A technical composite fiber, [S.Cafe](#)® exhibits inherent, permanent properties to this revolutionary fiber include odor control, UV resistance and quick-dry.



The [S.Cafe](#)® life cycle and patented process starts with the green coffee bean: the peabody. Spent coffee grounds from coffee shops are salvaged. Redirecting the waste away from the landfill is an added eco-benefit of the fiber. The coffee grounds are re-ground into super-fine bits and mixed with molten polyester, then recycled into a composite fiber. The fiber is made into yarn, which then becomes a knitted or woven fabric.

Curious minds may wonder whether the odor control is masked by the smell of coffee grounds... not the case. “In Europe they use coffee grounds like we do baking soda to pull odor from refrigerators, so mixing it in the yarn increases its odor-neutralizing properties,” said Mike Costa, Global Sales Director for [Singtex](#)®. “After coffee is roasted and brewed, the grounds become like little sponges soaking up moisture from the fabric. Moisture management and odor control with a little coffee in the yarn—what’s not to like?”

“S.Cafe was the perfect solution to our quest for a fabric with superior performance characteristics and a terrific hand,” said Ned Hutchinson, Product Manager for [Mountain Khakis](#). “We look forward to developing more styles around the fabric’s unique, inherent qualities.”

Available in 3 colors each, the Approach Crew, Polo and Henley will be available in February, 2012 at authorized MK dealers in the U.S., Canada and Japan and online at [mountainkhakis.com](#).



About [Singtex](#)®

[Singtex](#)® is among the most prominent fabric manufacturers in Taiwan. Since its founding, [Singtex](#)® has been run by a team of reliable professionals who love the fabric business, pursue the goal of excellence, and meet any challenge. We are engaged in continuous research and development in the area of new fashion, functional and environment-friendly fabrics. We are proud of our high standards in customer relations and the world-class quality of our products. Our business is built upon the idea of contributing to a more comfortable and healthy future for humanity. For more information visit [www.scafabrics.com](#) or [www.singtex.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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