

14 July 2004

TEXON T484 'JEANS LABEL' SUCCESS CONTINUES

Sales of Texon jeans label material T484 continues to grow across the globe.

Texon T484 cellulose material is available in 8 different colour options, offering a distinct advantage over competitors who offer a very limited choice. Our product gauges run from 0.55mm to 0.80mm thick, and the material is available in rolls or sheets.

Texon T484 was first introduced in 1991 when over 50 tons were sold. By 2003, the volume had increased to nearly 800 tons. From this quantity of almost 2 million square metres of material, labels can be produced for around 460 million pairs of jeans. 2004 is expected to see a significant growth with sales going into 34 countries around the world.

According to statistics, the world production of jeans is estimated at around 3 billion pairs, of which approximately 1.5 to 1.7 billion pairs feature a label made from cellulose material. In other words, one third of the world's production of jeans has a Texon jeans label.

Texon continues to build on our shoemaking and innovative materials expertise to apply skills beyond footwear to other industries requiring high quality, high performance non-woven and cellulose products in apparel, automotive, furniture, luggage and filtration.