Denim
One Fiber for Endless Finishes and Washes
DOW XLA™ introduces the new rules for denim:

1. Resilient
   - Withstands various bleaching treatments
   - Resists all typical industrial laundry processing while maintaining stretch and recovery properties normally lost in other elastic fibers
   - Holds up to oven-curing
   - Survives harsh chemical processing
   - Garment stretch is not affected by laser treatments; XLA™ fiber remains intact
   - Consumers can machine wash/tumble dry or dry clean with no loss of stretch or recovery

2. Fit
   - XLA™ recovery unaffected by bleaching
   - Lower growth than other stretch fibers regardless of aggressive washes
   - Improved dimensional stability with consistently low shrinkage
   - Handles extensive wear
   - Retains that fresh out of the dryer shape, with no bagging or sagging

3. Authentic
   - Integrates seamlessly into base cotton fiber
   - Excellent stretch with the addition of only 1-3% XLA™ in mono-stretch fabrics allowing you to achieve authentic cotton touch with the benefit of comfortable stretch
   - Vintage cotton look after grinding and stonewash
   - No synthetic feel

4. Consistent and Efficient
   - Fabric width may be increased in mill processing giving a better garment yield
   - No process limitations
   - Retains elastic qualities with no expansion as a result of bleaching
   - Shrinkage regularity provides cost efficiencies to the garment manufacturer
   - Reduces need for extensive shrinkage testing and the need to classify by various shrinkage and shading
   - Minimizes need to create multiple patterns to accommodate different shrinkage levels

5. Innovative Bi-Stretch Technology
   - Exclusive, patent-pending Bi-Stretch Technology with DOW XLA™ fiber that delivers bi-stretch fabrics with authentic cotton look and feel
   - Consumers experience a comfortable, smooth denim with easy movement, no synthetic feel.
   - Allows mills with Rope Dyeing Facilities to process warp stretch fabrics, eliminating problems of yarn entangling, or extra work in rebeaming
   - Mills can process large production lots, with excellent color consistency
Consumers Want to Defy Convention

Results of the 2007 Consumer Denim Survey:*  
- 80% of consumers based their purchase decisions on the type of fit and stretch.  
- 84% of consumers felt it was important to find jeans that hold shape all day long without sagging or bagging when purchasing denim.  
- 53% of consumers felt denim that stands up to multiple washings and dryings affected their decision of what denim to buy.

Denim that Questions Convention

Do what other fabrics can’t and enhance the way denim is made.

Analytic Data:

Graph A: Consistent Dimensional Stability

Graph B: Ease of Care – Laundry

Graph C: Resistance to Chemical Process

*Online consumer survey conducted April 2007 by Quixote Group
Our Denim Partner Mills

Americas
Cone

Asia/Pacific
Bafang
Central
H.W. Textiles
Kurabo
Nisshinbo

Europe
Orta
UCO Belgium

IMEAF
Arvind
LGM Denim
Raymond UCO

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