

# GRAMICCI

## For Immediate Release

### **Gramicci Offering is now 60% Organic and Adds New Low Environmental Impact Standards**

AGOORA HILLS, Calif. (2/23/2010)— Gramicci, originator of authentic climbing and outdoor lifestyle apparel, continues to unveil progressive organic proprietary blends to the market at extremely competitive margins. Gramicci green grows – with unique organic blends that now represent over 60% of the offering in men's wear and 65% in women's wear. New this year are environmental impact standards in manufacturing, dye and water usage as well as responsible fiber sourcing.

The 27-year old iconic outdoor performance and lifestyle brand, led by President Marty Weening, continues to unveil more organic proprietary blends to the market and serve retailers bottom line. At retail these special collections will rival similar products of non-organic origin.

Sourcing with conviction, the organic line and products made of sustainable materials, has doubled in each of the last two years – with unique blends that and now represents over 60% of the offering in men's wear and 65% in women's wear, 2010 shows a 20% increase from the same time last year.

The new manufacturing standards support Gramicci's mission of low environmental impact. For example these manufacturing standards now reduce dye time by 50%, subsequently reducing water and energy use. In addition the company has received full certification on its fabrics and manufacturing from *GOTS (Global Organic Textile Standard)*, OE Blended and OE 100 organizations. The Company's factories are fair labor compliant where its workers are receiving a fair wage and working in a clean environment with no child labor.

Supple fabric finishes are a trademark of the Gramicci brand, the company has now added the “G –Natural Age Wash” – an eco -friendly molecular protein wash that requires less energy and time to achieve a soft worn and weathered appearance. Two new organic blend examples include the following: The Kurai Bamboo Velour, the Oslo Organic Fleece. These are only two of sixty-four organic styles available.

*The “Kurai” Bamboo Velour Set: Clipstone plant, Calypso crest skirt, Lillyvale hoodie, Carabello shirt. The Kurai Bamboo Velour is an ultra soft luxurious velour set made of 65% organic cotton and 35% Bamboo. The garments are LIGD - low impact garment dyed, Fair labor compliant manufactured and certified organic by OE blended and OE 100.*

*“Oslo” Organic Fleece Set: Clipstone plant, Cabrinni capri, Sarahat pant, Thera Haze Hoodie, Marella Hoodie. The set is %55 hemp and %42 organic cotton and %3 spandex blended, brushed fleece with a surface interest slub weave, designed for yoga and active living. The finish uses low impact dyes, with less water and less energy. LIGD - low impact garment dyed, Fair labor compliant manufacturer and certified organic by GOTS OE blended and OE 100.*

In community and industry Gramicci cares. Since 2006, the company has donated to Outdoor Outreach, a non-profit whose mission is to empower at-risk and underprivileged youth to make positive, lasting changes in their lives through comprehensive outdoor programming. A portion of sales from their specialty graphic organic tees directly supports Outdoor Outreach. [www.OutdoorOutreach.org](http://www.OutdoorOutreach.org)

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In thoroughness of conservation to resources, Gramicci trade show booths are responsibly designed, sourced, re-used and/or donated. Gramicci has been the recipient of five design awards associated with its environmental art installation booths that included two SNEWS awards; the “Eco BOB Award” and “TOP BOB Award. (B.O.B- Best of Booth, at the Outdoor Retailer International trade show)

The 2010 show’s minimalistic inspired booth design reflects and coincides with Gramicci’s expanding organic collections. Conceived and designed by artist and Gramicci Art Director, Jackson Chandler and Weening, the booth is made mostly of *local* recycled shipping pallets, recycled wood and particleboard. The tables and furniture are made of Sorghum, and a variety of recycled materials.

Weening remarks on his companies’ environmental direction, “we continually remind one another of how proud we are to be associated with an industry that leads the environmental movement. And as a result of that association we will continue to contribute to reduce our impact on the environment in every facet of our business.”

#### About Gramicci

Gramicci, considered the ‘soul brand’ of the outdoor industry, is first associated with the iconic climbing styles of the G-climbing pant and short over 27 years ago. In recent years, the company has evolved into a nature-inspired, sustainably produced, lifestyle apparel brand. Over 60% of the Gramicci product is made of all organic or blends of organic and recycled materials. Advanced organic natural fiber technologies have been added to Gramicci’s famous engineered “freedom of movement” comfort design, and signature “perfectly imperfect” worn and weathered fabric and garment finishes. For more information, visit: [www.gramicci.com](http://www.gramicci.com).

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