



# Going Green with Blue Jeans

**G**oing green is a good benefit to the environment. Some people may recycle plastic, glass, paper, and metals, but many never stop to think how the fiber industry plays a role in our “go green” society.

The Cotton. From Blue to Green.™ Program gathers denim blue jeans to recycle and use as fiber insulation. The process starts by collecting old denim and then transferring it to the UltraTouch™ denim company by Bonded Logic Inc. to be produced into home insulation.

“The program is a non-profitable organization and the mission is to build demand for unprofitability of cotton,” Andrea Samber, director of consumer marketing of Cotton Incorporated said. “Cotton Inc. does this through research and promotion programs, which recycle denim.”

The goal of the program is to connect to the world about the fiber industry and how it is feasible by recreating it into insulation for homes.

“UltraTouch™ manufactures the insulation and details,” Samber said. “We don’t make and sell the denim itself, we just do the research and promotion.”

The program was established by Cotton Inc. in 2006, to collect unwanted denim from around the world and then teamed up with Bonded Logic Inc., in which they convert the denim into UltraTouch™ insulation for housing and construction projects, which means less fiber products such as textiles in the garbage dump.

“Individuals, schools, organizations, and businesses nationwide contribute denim to the program each year,” Samber said. “In 2013, we’ll reach one million pieces of denim collected through the program.”

The main idea for this campaign was for Cotton Inc. to emphasize the agricultural aspect of cotton and the fiber industry to raise awareness and bring opportunities for people to give back to their community in a different way.

For one home, enough insulation created from 500-1,000 pair of denim blue jeans can translate to

about a 2,300 square foot home with walls estimating to be around 8 x 12 feet.

According to Andrea Samber, an average of one ton of waste is about 1,600 pairs of denim jeans. A single pair of denim jeans equals about one and a quarter pounds.

The actual process of denim recycling begins with receiving the denim and going through the process of removing the zippers, buttons, and other details. Then it is refurbished back into its regular fiber state, which is cotton.

The fiber is then processed with a non-toxic solution to be reformed into a denim insulation produced by UltraTouch™.

The UltraTouch™ denim insulation is produced from high quality natural fibers that have inherent qualities contributing to sound absorption and ultimate thermal performance, yet the material does not itch and is not difficult to operate.

The traditional insulation consists mainly of fiberglass, which has disadvantages from having moisture build-up within exterior walls causing mildew and mold. The denim insulation consists of 85 percent recycled fibers from blue jeans and has a high resistance to mold and mildew containing an active mold and mildew inhibitor, which most people would prefer for their health.

Bonded Logic Inc. owns UltraTouch™ Company, which is located in Chandler, Ariz. The company redesigns the denim into insulation and sells the insulation nationwide through construction material distributors and lumberyards.

All of the insulation products manufactured from Bonded Logic Inc. are class-A fire rated, safe for the environment, and consist of no harmful chemicals.

Recycling denim has its benefits of keeping unwanted clothing out of the dump, but has a positive impact in your home and on your health. **T**

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