



FOR IMMEDIATE RELEASE
January XX, 2014

MEDIA CONTACTS
Brenda Burris-Drake
brenda.burris-drake@milliken.com
864.503.1169

Delores Sides
delores.sides@conedenim.com
336.379.2903

**WESTEX BY MILLIKEN AND CONE DENIM JOIN TO PROVIDE
FLAME RESISTANT DENIM FABRICS TO THE WORKWEAR INDUSTRY**

SPARTANBURG, S.C. - Westex by Milliken and Cone Denim announced an exclusive partnership to provide innovative flame resistant denim apparel fabrics. Both leaders within their respective industries, Cone Denim and Westex by Milliken will merge fashion with protective, reliable industrial workwear fabrics.

“Cone Denim has a strong reputation of quality and innovation as a long-standing denim brand,” notes Mike Enright, vice president, Westex by Milliken. “Similarly, Milliken and Westex by Milliken have a strong heritage of innovation providing industry-leading, customer-centric solutions. Our partnership with Cone Denim allows us to create a superior line of flame resistant denim fabric.”

For workers in outside elements, denim is often the fabric of choice. Consumer insights revealed the unmet need for guaranteed flame resistant (FR) denim to provide the same comfort and style of everyday denim clothing, including reduced shrinkage and a very soft hand. Partnering with Cone Denim, the expanded fabric offering from Westex by Milliken will provide end users a selection of stylish denim apparel with a broad array of options for color and performance qualities, without sacrificing safety.

“Cone Denim has over 100 years of experience in denim innovation and manufacturing and we are excited to be partnering with Westex by Milliken with their expertise and long standing excellence in flame resistant fabrics,” says Steve Maggard, vice president product development at Cone 3D. “Cone Denim fabrics are known for both style and performance and a move into technical denims is the next logical step in our product evolution.”

About Westex by Milliken

Westex by Milliken, a Milliken & Company business, has more than 50 years of experience manufacturing flame resistant fabrics for global utilities, electrical maintenance, oil and gas, and metals industries. With a strong commitment to the FR clothing marketplace and a deep understanding of the needs of the FR supply-chain and end users, Westex by Milliken has a proven track record of

offering FR workwear with an excellent balance of protection, comfort and value. For more information, visit www.westex.com.

About Cone Denim

Cone Denim® has been a leading supplier of denim fabrics to top apparel brands since 1891. Formed out of the entrepreneurial spirit of brothers Moses and Ceasar Cone and grounded in American heritage, Cone Denim has been synonymous with authenticity and innovation for over a century. Today, that same spirit, expertise and advanced capability continue to service and inspire the global market. Cone Denim operates as part of International Textile Group, Inc. (ITG) with manufacturing facilities in the U.S., Asia, and Mexico, including the flagship White Oak® mill with its unique blend of modern equipment and technology alongside vintage looms from mid-century denim making. For more information visit us at www.conedenim.com.

About Milliken

Milliken is an innovation company that has been exploring, discovering and creating ways to enhance people's lives since 1865. Our community of innovators has developed one of the largest collections of patents held by a private company. With expertise across a breadth of disciplines including specialty chemical, floor covering and performance materials, we work around the world every day to add true value to people's lives, improve health and safety, and help make this world more sustainable. For more information, visit www.milliken.com.

###