

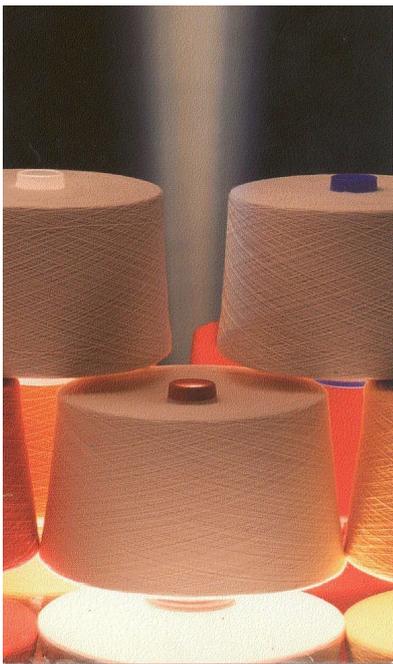
## Varvaressos raises the sustainability bar with its new premium cotton yarn collection which is water-saving, GMO-free and 100% traceable

*At Première Vision, the Greek yarn manufacturer unveils the new generation of smart cotton, born from an innovative and socially-responsible system granting sustainability from the cotton seed to the garment while supporting farmers and businesses at the foot of Mount Olympus.*

September 17-19 @ Première Vision's Smart Creation Area - Pav. 3, booth 3S21, [varvaressos.eu](http://varvaressos.eu)

Paris, September 2019 – A pioneering satellite-powered drip irrigation system, **Made in Europe** and a set of **influential eco-certifications** that grant **100% traceable** products and attest **corporate responsibility**. These are the innovations behind the ultimate **premium quality collection** by **Varvaressos S.A. European Spinning Mills**. For the first time, the Greek yarn manufacturer joins the *Smart Creation, Première Vision's* exhibition platform for cutting-edge innovators, to present its **SUPREME GREEN COTTON®** - SGC - collection.

“Organic cotton is a fundamental first step, but for us it wasn't enough”, says Argirios Sarridis, Managing Director of **Varvaressos**. As a true ‘*master in smart cotton science*’, the company has raised the bar by augmenting the skills and heritage of local farmers and businesses.



*SUPREME GREEN COTTON®*

### THE SUPREME GREEN COTTON® COLLECTION

**Varvaressos'** SGC matches the highest European and international standards, without compromising on quality. The collection perfectly meets the requirements for high-end garments, thanks to excellent uniformity, superior strength, contamination-free and long-staple eco-fibers.

### FROM SMART COTTON FIELDS...

Water usage is one of the pressing issues in cotton production. **Varvaressos** utilises Israeli ultimate technologies and expertise in water management and has customized a sustainable technology that allows to reduce water consumption up to 40%. Thanks to the advanced drip irrigation system, plants are watered and fed without wasting a single drop. Thanks to a custom-developed app connected via satellite and meteorological stations in selected cotton fields, farmers can monitor the fields in real time. The IoT – Internet of Things system advises them to take action for plant flourish healthily and higher yields in a sustainable way. Another critical issue of cotton production is **GMO**. All the farmers and producers are carefully selected in order to guarantee the highest GMO-Free quality as well as the most sustainable standards in line with EU strict regulations.

### ...TO RESPONSIBLE GINNING AND SPINNING PROCESS

For 4 generations, **Varvaressos** has taken care of its territory, meeting the economic needs and increasing the productivity of local farmers and businesses. Indeed, the whole supply chain is located within 200 km by the company. To prove such commitment, the company has equipped the **SUPREME GREEN COTTON®** collection with a **QR code** providing detailed information about all the production phases, making the products 100% traceable.



*Spinning process at Varvaressos*

### CERTIFICATIONS AND CORPORATE RESPONSIBILITY

The collection's superior quality is guaranteed by influential certifications such as the **MADE IN GREEN by OEKO-TEX®** which attests the transparency and traceability. The company has also obtained the **STeP by OEKO-TEX® - Sustainable Textile Production** - certification for environmentally friendly and socially responsible production facilities along the textile chain, **ISO 9001** and **ISO 14001**. The aim of **STeP by OEKO-TEX®** is to continually improve production conditions and health and safety in all business areas. "At the same time, we achieve health and safety work conditions for the farmers in the cotton fields." Adds Sarridis.

Varvaressos plays an important role in its surrounding territory on a human level as well. The brand dialogues, teams up and supported local businesses, farmers and their families with educational high-tech development programs.

The **SUPREME GREEN COTTON®** collection is just the tip of an iceberg. Varvaressos applies its cutting-edge system and values to all its ranges and references. Here are key Varvaressos smart science innovations they can offer:

- SUPIMA® COTTON
- PREMIUM PIMA COTTON
- LENZING™ Lyocell Micro
- LENZING™ Modal Micro
- SUPIMA® COTTON/LENZING™ Lyocell Micro
- SUPIMA® COTTON/LENZING™ Modal Micro
- PREMIUM PIMA COTTON/LENZING™ Modal Micro
- SUPREME GREEN COTTON®/LENZING™ Modal
- LENZING™ Lyocell/ SUPREME GREEN COTTON®.

And last but not least , thanks to the uniqueness in terms of sustainability and high-tech imprint of **SUPREME GREEN COTTON®** by **Varvaressos**, they have become partner of **C.L.A.S.S.**, the smart platform and global resource for smart material innovation, education, marketing and communication. The collection will join the world-touring **Smart Materials Bank, C.L.A.S.S.** educational platform and samples' e-shop designed to allow responsible creatives and brands to discover and experiment some of the most cutting-edge and sustainable producers.

### THE NEXT STEP FORWARD

Varvaressos' effort has led to a completely sustainable supply chain that ranges from the crops to the ginning, spinning, process to produce a premium cotton yarn collection.

"We are working on the further development and integrations of such system which includes also knitting/weaving, dyeing & finishing and garment manufacturing processes. In order further conquer the trust of **SUPREME GREEN COTTON®** consumers to we are looking at the ultimate technologies - such as the Blockchain – as a tool to guarantee the total transparency of the process.

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