

# GILDAN®

The Gildan® Ultra Cotton® 2000 is Getting Even Softer



**Christ Church, Barbados, Friday, January 19, 2024** – Gildan®, a leading apparel brand of quality and affordable basics, is pleased to announce that its classic Ultra Cotton® 2000 is about to get even softer. Using a new and unique cotton technology, the shirt will now feel softer to the skin and have improved printability qualities.

“Our 2000 t-shirt is already a smart choice, thanks to its heavyweight fabric, classic fit, and affordable price point. An industry legend that is tried and true, and now we’ve turned it into something even better,” says Emma Budzisz, Vice-President of Marketing at Gildan Activewear SRL. “With this update, Gildan® will become an even smarter choice for decorators and customers alike.”

The 2000 is made using U.S. cotton, which Gildan re-engineers from the yarn through to the finishing process, enhancing the fabric’s softness. The updated style, and the accompanying 2000 family, will make its official debut at Impressions Expo in Long Beach, California, one of the leading trade shows in the decorated apparel space, where Gildan® will have a dedicated booth featuring a t-shirt tower. Visitors will have the opportunity to experience the new 2000 firsthand, as well as the six new styles and nine colors Gildan® is adding to its portfolio in 2024. The new soft cotton technology will also be extended to Gildan®’s 5000, the 8000 and 18000 family of styles later this year.

## **About Gildan®**

Gildan® is a market leading brand with an unbeatable collection of casual essentials in sizes, silhouettes and an array of colors to suit any need. Gildan® is a brand committed to quality you can trust, and value you can depend on, with a product line that includes t-shirts, sport shirts, fleece, socks, and underwear in a variety of fabrications, from ring-spun cotton to 100% polyester. Whether you’re looking for core colors or fashionable antiques and heathers, Gildan®’s palette offers many opportunities to match any color scheme. Gildan® makes it easy to find the right garments to fit your needs.

Gildan® is a brand owned by Gildan Activewear, a leading manufacturer of everyday basic apparel. The Company owns and operates vertically integrated, large-scale manufacturing facilities which are primarily located in Central America, the Caribbean, North America and Bangladesh. The Company operates with a strong commitment to industry-leading labor, environmental and governance practices throughout its supply chain in accordance with its comprehensive ESG program embedded in its long-term business strategy. More information about the Company and its ESG practices and initiatives can be found at [gildancorp.com](http://gildancorp.com).

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