

*CONTINENTAL PRESS RELEASE - 12 AUG 2007.*

**CONTINENTAL MAKES SWITCH TO BECOME 100% ORGANIC**

Continental Clothing has announced their intention to become 100% organic.

Continental have purchased 750 tonnes of '100% organic cotton - in conversion', which is due to be harvested in October. Thereafter, from November onwards, all Continental cotton garments will be 100% organic, or 100% organic - in conversion. Continental will be the first major manufacturer to do this, and the implications for other apparel manufacturers are enormous.

Phil (Director of Continental) said "This is a major step towards going 100% organic – and by developing lasting & sustainable relationships with organic cotton farmers, we ensure our future supply of organic cotton in a time when demand might exceed supply."

"The cost of organic in conversion is only 3-5% more than conventional cotton, as compared to approximately 20-30% more for fully organic cotton, which means that can absorb the increase and we will not have to increase the prices of our garments."

"I hope this gives a glimpse of what the future of the promotional industry might be, by demonstrating that it is possible to switch all cotton to organic, rather than have a few lines only of organic T-shirts in a complete wholesale collection of conventional cotton garments."

*A note about the meaning of '100% organic cotton - in conversion'*

The Global Organic Textile Standard also enables the labeling of cotton fibre from the organic conversion period, for example '100% organic cotton - in conversion'. Cotton in conversion is grown on land which has only recently been converted to organic methods (typically less than 2 or 3 years). Therefore, although no chemical pesticides and synthetic fertilizers are being used, residues may still be found in the soil. This conversion period is very difficult for farmers, who usually experience an initial drop in yield, while not being able to obtain premium organic price for their crops. Therefore, purchasing organic cotton - in conversion is a great way to support farmers making the difficult transition to organic.

For more information go to  
[www.continentalclothing.com](http://www.continentalclothing.com)

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