

Pakistan's Sapphire Textile Mills partners with Good Earth Cotton

01 December 2021

Sapphire **Textile** Mills, an advanced vertically integrated textile mill in Pakistan, has partnered with Good Earth **Cotton**, the world's first carbon positive and traceable cotton, to introduce a collection of yarns and home interior fabrications. The Good Earth Cotton yarn and interior collection by Sapphire will be available in the first quarter of 2022.

The partnership addresses increasing pressure for the global textile industry to substantiate sustainability claims, reduce environmental impact and take full accountability for fibre choices, Good Earth Cotton said in a press release.

The global textile industry is reported to contribute between 8-10 per cent of global carbon emissions. It is also suspected by the UN that a large percentage of these emissions start at the raw materials stage.

Good Earth Cotton sequesters more carbon than it emits across its entire growth lifecycle. Led by innovation, primary impact **data** and best practice, Good Earth Cotton paves the way for cotton farming globally to be carbon positive, traceable and low impact. The collection consists of several greige, dyed and melanges yarns alongside greige and processed fabrics suitable for bed linens, interior decor, garden and kitchen textiles, and more.

"Innovation and development is a driving philosophy at Sapphire Textile Mills. Partnering with Good Earth Cotton is an essential step for us, as suppliers of sustainable products, to provide our customers with accurate and timely information backed by science and transparency," said **Nabeel Abdullah, director at Sapphire Textile Mills Limited**.

"It is our responsibility to care and look after the planet we already have. Awareness, transparency and working towards zero carbon impact is paramount to this journey and we intend on bridging the gap," explained Abdullah.

The Sapphire Textiles and Good Earth Cotton yarn is traceable due to the power of FibreTrace, an advanced traceability solution that combines physical and digital traceability for the global textile and fashion supply chain. By harnessing the power of FibreTrace technology, textile brands can share the carbon positive story of their cotton products with the end consumer, communicating its unique environmental benefits.

Sapphire will also work with FibreTrace to launch traceability across several other natural, man-made and synthetic fibres in the first quarter of 2022, including but not limited to; organic cotton, BCI cotton and recycled polyester.

Content provided by Fibre2Fashion