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Cone Denim's White Oak Facility Turns 100

April 25, 2005, Greensboro, NC -- Cone Denim's flagship operation, the White Oak plant located in Greensboro, NC, celebrates 100 years this week. At the center of denim product development, White Oak innovations have spanned a century providing cutting-edge denim processing, constructions, finishes and styling for top brands.

"It is exciting to be a part of a hundred year tradition of denim innovation," said Tom McKenna, president, sales and marketing. "White Oak's superior product development and denim processing expertise, coupled with its operational flexibility and service has supplied top denim brands a century of distinct, cutting-edge vintage and fashion styles."

The White Oak Tradition

In 1905, brothers Moses and Ceasar Cone quickly recognized denim's growing popularity and set out to build the company's third plant, White Oak, which would be dedicated exclusively to denim fabric.

White Oak, a facility "before it's time", covers over 1.6 million square feet. The facility was built as a completely vertical operation with yarn making, weaving and dyeing and finishing processes. White Oak has pioneered numerous process and product development innovations throughout its history including first to use a continuous indigo dye range and first to weave denim on shuttleless weaving machines.

White Oak™ Premium Brand

The same entrepreneurial spirit, expertise and advanced capability continue today. Whether using its modern wide looms or vintage narrow shuttle looms, White Oak has the unique ability to innovate and style with distinct creativity, precision and control.

Inspired by the vintage styling and original constructions of the early and mid 1900's, Cone Denim recently launched its **White Oak™** brand fabrics for premium denims. This special collection uniquely combines the character and heritage of vintage Cone Denim designs using exciting new yarn and fiber technologies and denim processes for distinct premium styles.

New White Oak Archive and Design Studio Opens

Reflecting on the past century with an eye to the next, customers, community leaders, current and retired employees will be joining together for a week of celebration at the White Oak plant. Celebrations and facility open houses will highlight the rich heritage of the plant and the excitement and momentum of Cone Denim over the years.

The week will also feature the grand opening of the White Oak Archive and Design Studio offering customers and designers inspiration as well as a place to both reflect on

denim tradition and collaborate on future designs. Located adjacent to the vintage style X-3 fly shuttle looms which produce the distinct collection, the Design Studio will provide a working environment for styling and development.

Established in 1891, Cone Denim has been a leading supplier of denim to top denim apparel brands for over 100 years. Known for its innovation, authenticity, quality and service, Cone Denim is part of International Textile Group, Inc. and maintains operations in the U.S., Mexico, Turkey and India. Expansion initiatives are underway in Guatemala and China to provide broader service and flexibility to customers worldwide.

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