

PASSION FOR NATURE CARING FOR THE ENVIRONMENT AND FOR INNOVATION ARE THE TWO DRIVING FORCES BEHIND TEJIDOS ROYO'S 110 YEARS SPENT MANUFACTURING FABRICS AND DENIMS. BY MARIA CRISTINA PAVARINI

➤ For s/s 2015 Tejidos Royo, a 110-year-old cotton casual fabric and denim manufacturer from Valencia, Spain owned by the Royo family, launches a new eco-minded initiative called NRLess. It is a three-way partnership with Tonello, an Italian industrial washing machine producer that employs ozone technology; Everest, a specialized Italian laundry that developed a new ecological washing process; and Denim Valley by Tejidos Royo, Royo's own denim division that produces both regular denims and eco-friendly denims made with recycled yarns from used garments. The company has shown commitment to environmental issues for a long time and has gotten recognition for doing so. In 2012 it received the Oeko-Tex Standard 100 certification and earned the Oeko-Tex Association's "Eco Sustainable Company"

designation. In September 2013 it was also granted with the Recycled Content Certification from SCS Global Service, a global leader in third-party environmental and sustainability certification. Royo's 7708 Crudo denim cotton contains at least 18% from recycled denim cotton garments plus the company is recognized to have recycled a quantity of denim comparable to about 20,000 pairs of blue jeans in 2012 alone. Tejidos Royo is also keen on developing new products. In 2012 it gave life to a new specific division, Royotec, aimed at devising new treatments, materials and special fiber mixes. "We established Royotec because we have the know-how to reach new targets, such as brands and companies looking for technically advanced duty fabrics," says Ignacio Casanova Royo, president of Tejidos Royo. "Although

Royotec will offer about 10 to 15 between denims and non-denims per season since this special apparel sector has limited employs." For s/s 2015 Royotec has developed a series of functional denims for urban mobility and active sports uses to be worn by bikers, motorbike riders, skaters, snowboarders and skiers. Tejidos Royo has a productive capacity of 20 million meters per year and sells casual fabrics and denims to international jeanswear and casualwear specialists.

ABOUT TEJIDOS ROYO

- *Founded: 1903*
- *Production capacity: 20 million meters per year*
- *Divisions: Royo, Denim Valley (founded in 2009), Royotec (founded in 2012)*
- *90% of the company's products employ Lycra*



DEVELOPING NEW PRODUCTS THAT ARE TECHNICALLY ADVANCED IS A MAIN GOAL FOR TEJIDOS ROYO.

