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Kontoor Brands Expands Indigood™ Program to Include Additional Water Saving Technologies

Indigood™ technology must reduce 90 percent processing water to qualify

GREENSBORO, N.C.--(BUSINESS WIRE)-- In celebration of World Water Day, Kontoor Brands, Inc. (NYSE:KTB), a global lifestyle apparel company, with a portfolio led by two of the world's most iconic consumer brands, *Wrangler*® and *Lee*®, today announced the expansion of its Indigood™ program, an initiative that targets water savings during the fabric construction phase of the apparel supply chain. Debuted in 2019 with the introduction of foam-dyed denim, the Indigood™ program has expanded to include any water savings technology in apparel fabric production that uses at least 90 percent less water than conventional fabric production.

"Water is one of our most vital and precious natural resources, and as such, we are focused on advancing the sustainable and equitable management of water resources," said Jeff Frye, VP of Product Development and Direct Procurement, Kontoor Brands. "By expanding the Indigood program to include additional water saving technologies, we're giving our suppliers the opportunity to select the water savings technologies that work best for their production, while also meeting the growing consumer demand for products that not only look good, but also minimize the impact on the planet."

Kontoor Brands produces millions of products globally each year, and has committed to using its global scale to advance the denim industry. Through the expansion of the Indigood™ program, Kontoor is encouraging denim mills across the globe to adopt radically different water saving technologies in the vein of indigo foam dye. Additional approved technologies include increased water recycling, advancements in the dyeing process and fabric finishing innovations. Kontoor works with independent third parties to validate Indigood™ claims, ensuring they meet the 90 percent threshold.

In 2020, *Wrangler* announced it had saved more than 7 billion liters of water in the finishing phase of denim manufacturing, exceeding its 2020 goal of saving 5.5 billion liters, and launched a new goal, to reduce its water usage by 50 percent by 2030. The *Wrangler* brand's updated water goal targets the fiber production, fabric construction, and product finishing phases of the denim supply chain, which together encompass more than 95 percent of the total water used throughout the production of a pair of jeans.

The *Lee* brand also focuses on conserving water throughout the denim manufacturing supply chain including fiber production with goals for sustainable cotton and sustainable synthetics by 2025, in fabric construction, and in finishing, where *Lee* has saved more than 1

billion liters of water. In 2020, *Lee* announced its first global sustainability goals, which include increasing Indigood™-dyed products every year through 2025.

“At Kontoor Brands, we believe companies have a responsibility to use resources wisely, drive sustainable innovations, and preserve and protect the planet,” said Dhruv Agarwal, Senior Director of Global Materials Innovation and Product Development, Kontoor Brands. “Expanding our Indigood™ partnerships to new mills helps in our greater mission to conserve water in every step of our supply chain.”

Consumers can purchase Indigood™ foam-dyed products at [Wrangler.com](https://www.wrangler.com) and [Lee.com](https://www.lee.com). For more information about Kontoor Brands’ sustainability initiatives visit [KontoorBrands.com](https://www.kontoorbrands.com).

About Kontoor Brands

Kontoor Brands, Inc. (NYSE:KTB) is a global lifestyle apparel company, with a portfolio led by two of the world’s most iconic consumer brands: *Wrangler*® and *Lee*®. Kontoor designs, manufactures and distributes superior high-quality products that look good and fit right, giving people around the world the freedom and confidence to express themselves. Kontoor Brands is a purpose-led organization focused on leveraging its global platform, strategic sourcing model and best-in-class supply chain to drive brand growth and deliver long-term value for its stakeholders. For more information about Kontoor Brands, please visit [www.KontoorBrands.com](https://www.kontoorbrands.com).

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Julia Burge, (336) 332- 5122
Director, External Communications
Julia.Burge@kontoorbrands.com

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