

Xeros Joins Sustainable Apparel Coalition

MANCHESTER, N.H., Nov. 25 /CSRwire/ - Xeros, the innovator of an [ultra low water cleaning system](#), today announced the company has joined the Sustainable Apparel Coalition (SAC), a leading alliance committed to improving supply chain sustainability in the apparel and footwear industries.

The coalition is an industry-wide group of over 100 leading apparel and footwear brands, retailers, manufacturers, government organizations, non-profit entities and academic institutions, committed to improving supply chain sustainability. Members include household names such as Adidas, Burberry, Coca Cola and Levi Strauss.

In its relationship with the SAC, Xeros will contribute data and resources to support the organization's Higg Index, which aims to gauge environmental sustainability and drive supply chain decision making to improve efficiency and sustainability impact. The SAC says the index is "an open-source, indicator-based tool, allowing coalition members to evaluate materials, products, facilities and processes, based on environmental and product design choices."

The patented award-winning Xeros Cleaning System replaces water with polymer beads that gently agitate stain and soil from textiles surfaces. Users do not have to separate most colors, as the beads absorb stray dyes, and the machines' gentler cleaning action and lower temperatures mean clothes stay new for longer. The system uses up to 70% less water, 50% less energy, and approximately 50% less detergent as compared to conventional washing to deliver superior cleaning results. The reusable beads have a lifespan of hundreds of washes before being collected and ready for re-use in the polymer supply chain.

Commenting on the Sustainable Coalition membership, Bill Westwater, chief executive officer at Xeros, said: "We're pleased to be joining the SAC, which is a natural fit for us, given the outstanding environmental benefits our machines deliver to users. We're confident the SAC will have a positive effect on product sustainability over time and become a model for how industries can collaborate in making a positive impact on value chain performance."

Coalition executive director Jason Kibbey said he welcomed the addition of Xeros to the organization and looked forward to their participation in this industry-wide effort to improve sustainability. He said: "Having Xeros as part of the coalition widens the scope of our impact and accelerates the changes we're making towards responsible industry actions."

For more information about the Sustainable Apparel Coalition, please visit www.apparelcoalition.org. To learn more about Xeros, please see www.xeroscleaning.com.

About Xeros Cleaning

Xeros is changing the way textiles are cleaned. Using patented polymer bead technology, the Xeros System for commercial cleaning uses up to 70% less water, 50% less energy and approximately 50% less detergent and delivers superior cleaning results compared to conventional washing. Xeros was named a top invention by TIME magazine, winner of 'Best Technological Breakthrough' in The Climate Week Awards 2011; listed in World Wildlife Fund's survey of global 'Green Game Changers'; and has been awarded two Rushlight 2013 Awards for green innovation. Strategic partnerships include Green Earth Cleaning and BASF. Xeros is headquartered in the UK with offices in the U.S. and China. For additional information, please visit www.xeroscleaning.com.

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