

MAKE EVERY THREAD COUNT.

Oregonians are practical and savvy. That's why more and more of us are choosing quality clothes that save money, last longer and reduce waste. Well-made clothes are available for every budget, are built to last, and can be worn often and for years to come. It's about making choices that make sense—which is just part of who we are.



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Sanipac[®]
we are green

MAKE EVERY THREAD COUNT.

Join us in choosing quality clothes that save money, last longer and reduce waste. Poorly made clothes wear out quickly, clutter closets and end up in landfills. Well-made clothes are available for every budget, built to last, and can be worn often for years to come. Quality clothes just make sense.

Consumers are buying more clothes and wearing them less. The average consumer now buys 60 percent more clothing items a year and keeps them for about half as long as 15 years ago.

Making clothing uses resources: It can take 1,500 gallons of water to manufacture just one T-shirt and pair of jeans. That's how much water you will drink in 13 years.

Extending clothing life by just three months can reduce carbon, water and waste footprints by up to 10 percent.

HOW TO HELP:

Step 1: Look for signs of quality

Fabrics: All types of fabrics, whether natural or synthetic, have advantages and disadvantages. Consider the quality of the fabric itself (thickness, softness, stretch, etc.) and how suitable the fabric is for that particular item. Will it be comfortable and durable?

Good quality thread and strong, even stitches: Give the fabric a gentle pull to see if the thread breaks or pops. Check for rippled, puckered or twisted hems and seams. Avoid garments that don't appear to hang smoothly.

Edges and hems: Cut or "raw" edges and hems can lead to unraveling and loose, hanging threads. Be careful in choosing garments with these features as they may require special laundering.

Linings: For suits and other lined garments, check to see if the lining hangs loosely and doesn't cause any pulling or puckering.

Quality buttons and buttonholes: Buttonholes should be well stitched with no loose threads or raw fabric showing. Test the button in the buttonhole to make sure it's easy to button up the garment.

Step 2: Care for your clothes

Clean correctly: Follow labels when washing your clothes to keep them looking better and lasting longer.

Step 3: Wear those clothes often and for years to come!

ABOUT THIS CAMPAIGN

Make Every Thread Count is a public awareness campaign that encourages Oregonians to think differently before buying clothes, make smarter choices at the register and extend the life of their clothing.



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