



Evolve™ Collection

How green is your company? Genumark has developed a smart, environmentally friendly collection, designed to answer this very question. Evolve™ offers styles that are made from recycled fibres, organic fabrics, and environmentally conscious methods.

M 16778 / W 96778

Cayley – Bamboo Charcoal Polo Shirt

WEBTech™ fabrication with wicking capability. Men's version sports a self-collar and three-button placket. Women's designed with a V-neck. Sleeve and body have cut-and-sewn details.



M 16743 / W 96743

Spire – Bamboo Charcoal Long Sleeve

WEBTech™ fabrication with wicking capability. Set-in sleeve and body have cut-and-sew detailing. Men's version features mock neck styling. Women's version designed with high V-neck.



M 16749 / W 96749

Byron – Bamboo Charcoal Polo Shirt

WEBTech™ fabrication and wicking finish for enhanced moisture management. Mesh pattern with contrasting reverse fabric side panels for comfort and breathability. Collar stand with contrast piping.



M 16774 / W 96774

Excel – Bamboo Charcoal Polo Shirt

WEBTech™ fabrication and wicking finish for enhanced moisture management. Diamond mesh pattern with contrasting reverse fabric side panels for comfort and breathability.



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new

M 16339 / W 96339
**Linden – Coconut
Charcoal Textured Polo**

Raglan sleeve polo features WEBTech™ wicking fabric for breathable moisture management. Drop needle stripe textured fabric. Wider hem at sleeve and bottom hem. Self-fabric collar.



new

M 16331 / W 96331
**Fremont – Recycled
Birdseye Polo**

Raglan sleeve polo features WEBTech™ wicking fabric for breathable moisture management. Coverstitch details with contrast thread on self-fabric collar.



new

M 16380 / W 96380
**Alder – Bamboo
Pique Polo**

Pique polo features WEBTech™ wicking fabric for breathable moisture management. Shaped slit highlighted with contrast 'X' shaped bartack. Self-fabric collar with curved shaped button placket.



new

M 16399 / W 96399
**Perico – Recycled
Textured Polo**

Advanced WEBTech™ wicking fabric provides breathable moisture management. Horizontal tonal stripe texture plus darker tonal 'X' shaped bartack at slits (women's). V-neck crew and cap sleeve (women's).



Green

with 

Highlighting the benefits of the Evolve™ line.

Genumark is evolving into the market leader in green apparel with the expansion of its eco-friendly Evolve™ line, which embodies performance and sustainability.

"The green movement started off as a little whisper, but now it's global: This is not a fad," says Jackie Whitfield, VP of Merchandising for Trimark Sportswear Group. "It's top of mind for everyone and our customers want options when it comes to promotional and corporate apparel."

In response, Genumark is offering a slew of new items as part of the Evolve™ line and, as the name indicates, this commitment to green is an evolving process. "Our mandate is to have half of our line be green products," says Will Andrew, VP Sales, Marketing and Business Development, of plans to expand the Evolve™ brand.

All indicators are companies large and small are not only talking the talk, but walking the walk when it comes to investing in green apparel. When Genumark first introduced the Evolve™ line in 2007, they expected a high-degree of

interest, but braced themselves for low-level follow through while companies adjusted to the idea and slowly changed habits. Instead, purchase levels went through the roof. "They were our best-selling styles in our last launch," says Andrew. "Everybody is moving in this direction and they don't want to miss out on every opportunity to be green."

Smart business leaders take a 360-degree approach to nurturing their brand and these days an outspoken commitment to environmental sustainability is a must. Investing in green apparel is very much an extension of a brand's values and the Evolve™ logo signals to the world that a company makes environmentally-conscious decisions on a number of levels.

"We have major companies that buy from us and this is an important way they can show their customers that they're buying legitimate green products," says Whitfield. "We want them to have a complete comfort level with Genumark that we're doing everything we can to ensure they're getting authentic green apparel."



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To guarantee its products meet the highest standards, Genumark has a number of checks and balances that require all its suppliers around the globe to get third-party certification proving materials and processes meet certain sustainable criteria, from sourcing yarn right up to the mill and the factory floor. As a result, the apparel company stands 100% behind the authenticity of its gear.

While customers appreciate these efforts, they're also looking for performance and choice when it comes to investing in green corporate and promotional gear: Genumark offers both.

"We have a great collection," says Whitfield, highlighting the new Alder Bamboo Pique Polo, a collection made from bamboo yarn blended with other cotton or recycled yarns.

In addition, look for the Fremont Recycled Birds Eye Polo, as well as the Linden Textured Polo, made from an innovative coconut charcoal, which has natural wicking properties. Other new 100% recycled products include the Corazon soft shell, the Sumaco light-weight wind jackets and the Balaton knit jacket.

"Soft shell is a really hot commodity so it makes sense for our customers that we have a green option, even the glue we use in these products is eco-friendly," says Whitfield.

One of the biggest challenges when marketing and selling green products is educating people about what constitutes green. Recycled polyester is big, but it's used in different amounts for different products. Evolve's woven apparel,

including the Sumaco is 100% recycled polyester because it makes for a nice smooth fabric. In knits, the process is much more complex, so it is necessary to blend recycled polyester yarns with spun micro wicking yarns to achieve the most comfort. In this case, the non-recycled polyester is green in that it's naturally wicking component of the micro yarns.

"Whatever we're doing in the Evolve line is as green and sustainable a product as possible," says Whitfield. "Every little bit helps."

Bamboo products are a huge growth sector, but few people understand the role bamboo plays in green apparel. Many are also surprised to note that products made from fibre are labelled as 'rayon bamboo,' a word that hardly conjures ideas of greenness. However, rayon is actually a generic term referring to the scientific process that goes into creating the cellulose fibre. For some products, bamboo is turned into a pulp that is spun into yarn.

The Alder Bamboo Polo Shirt, for example is durable, easy to launder, extremely breathable and has natural anti-microbial properties.

"The eco-component is this unique bamboo fibre microstructure which allows apparel made from bamboo yarn to absorb and evaporated body vapor efficiently and naturally," says Whitfield.

As interest in green apparel grows, an added bonus for companies is that prices for the eco-friendly line are almost on par with regular apparel. This combination of value for money, performance and green authenticity makes the Evolve line a smart and responsible choice for eco-conscious companies and organizations. ●

"Whatever we're doing in the Evolve™ line is as green and sustainable a product as possible... Every little bit helps."

M 18134 / W 98134

Seattle – Recycled Polyester Fleece Jacket

Full-zip front jacket engineered from recycled polyester fleece with anti-pill capability. Mock coverstitching on sleeve and body for added detail. Zippered front side pockets.



M 18547 / W 98547

Joffre – Recycled Polyester Fleece Vest

Engineered from anti-pill recycled polyester fleece. Contrast taping on inside neck and along zipper. Armhole engineered with Spandex. Right chest pocket. Hidden zippered front side pockets.



M 18346

Logan – Recycled Polyester 1/4 Zip Jacket

Engineered from anti-pill recycled polyester fleece. Contrast taping on inside neck and along zipper. Raglan sleeve. Hidden zippered front side pockets.



W 98246

Augusta – Recycled Polyester Fleece Hoody

Full-zip front jacket engineered from recycled polyester fleece with anti-pill capability. Sleeve and body have cut-and-sew detailing with coverstitching. Hidden zippered front side pockets.



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new

M 16374 / W 96374

Komati – Recycled Tech Top

Raglan sleeve top features WEBTech™ wicking fabric for breathable moisture management. Seams highlighted with narrow, fashionable contrast coverstitch. Colour-block detail and contrast collarlet.



new

M 18595 / W 98595

Corazon – Recycled Softshell Vest

Responsive SMARTech™ technical fabric. Features a full-zip front, zippered side pockets and adjustable drawcord and toggle at hem. Contrast armhole with Lycra binding detail. Contrast fleecebacking.



new

M 18109 / W 98109

Balaton – Recycled Knit Jacket

Features a full-zip front, zippered side pockets and adjustable drawcord and toggle at hem. Contrast insert detail around armhole.



new

M 12957 / W 92957

Sumaco – Lightweight Recycled Jacket

Lightweight jacket with full-zip front boasts advanced SMARTech™ technical fabric with contrast cut-and-sewn detail on body and sleeves and diminishing piping detail on side. Back vent.



Your Brand's unique characteristic is important and Genumark's Evolve™ Certification ensures that your products are socially responsible and produced in a socially compliant method.

At Genumark, we believe that it's everyone's responsibility to be Socially Responsible – therefore we have chosen to pursue long-term goals that are both good for our society, and also our environment.

We feel that as a result of our large corporate volumes, we have the opportunity to improve the lives of those working in our factories around the globe, and believe that Ethical Sourcing and Social Compliance has become key area of distinction between vendors. We are making this a top priority. We also understand that through our efforts we can assist Corporate Canada in their individual efforts to be Socially Conscious.

To ensure that we meet these goals, we have engaged the services of an internationally recognized 3rd party audit firm specializing not only in auditing, but the continual development of best practices in factories across the globe.

These audits are a measure of how our factories are performing against our predetermined set of guidelines, recognized as some of the highest standards in the apparel industry. At Genumark, we have developed these standards of excellence and made them our top priority.



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