

GREEN TAB™ Completes performance testing of Storm Cotton™ and Tough Cotton™

TruckerJacket.com Thursday, December 16th, 2021

On 14 December 2021 [GREEN TAB™](#) successfully completed intensive laboratory testing of [Storm Cotton™](#) and [Tough Cotton™](#) performance technologies. This represents a significant development for the [TruckerJacket.com](#) in house brand which had already been in development for [2.5 years at July 2021](#), and now firmly position's the 100% cotton Trucker Jacket product as 'the worlds most sustainable Trucker Jacket' when viewed in term's of [Mass-Balance](#), [water consumption](#) and [durability](#).

"My interest in Sustainable Fashion peaked in earnest in September 2017 while I was a Trade Delegate to China for Blockchain. I was involved in the Trade Delegation as a Technologist and company leader, the overall mission to build a dialogue about standards, use cases, legal frameworks and pervasive use of the technology. Those Blockchain technologies enable supply chain visibility and management across multiple entities, jurisdictions and countries - formerly this was often referred to as a chain of custody. [Storm Cotton™](#) and [Tough Cotton™](#) technologies are specifically able to achieve performance outcomes such as making cotton, a natural fibre, as water repellent as plastic or increasing the Trucker Jacket usable life by 30x" David Connolly said.

"[Storm Cotton™](#) testing involves applying volumes of surface water to the garment whilst deteriorating the performance of the garment through washing with chemicals. The objective is to observe the initial anticipated repellency, of about 95%, deteriorate with each wash to ensure the performance technologies are applied correctly. [Tough Cotton™](#) testing is a simple process of physical deterioration of the garment until it becomes abraded. Both processes involve control samples which allow the test to observe the natural performance of cotton in parallel" David Connolly said.

[GREEN TAB™](#) is a fashion and technology company dedicated to the pursuit of sustainability and excellence.

In 2020 the Executive of [GREEN TAB™](#), using a 227kg bale of cotton, defined sourcing policies that see the acquisition of cotton from highly efficient farms in favor of those using traditional dryland techniques to achieve a 500% more water efficient supplier bale.

In 2020 the Executive of [GREEN TAB™](#), using a 1kg Denim Trucker Jacket, defined sourcing policies that see the delivery of a Trucker Jacket using 522 litre's less water.

[GREEN TAB™](#) is a 100% online brand using best in class demand generation, sales acquisition, capacity forecasting and world class logistics planning.

[GREEN TAB™](#) delivers a highly sustainable operating model, globally, Online

[TruckerJacket.com](#) will remain focussed on its mission to seek and sell the worlds leading Trucker Jackets and accessories.

For future updates and sales offers sign up at [TruckerJacket.com](#)

For media contacts, email ceo@truckerjacket.com

[TruckerJacket.com](#) - Worlds number one site for Trucker Jacket sales

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