Texas Footwear Company Relies on Brumley Printing Company to Lend Support in its Sustainability Printing Efforts

Texas, Fort Worth, Apr 8, 2021 (Issuewire.com) - For 30+ years, Brumley Printing Company has been a leading commercial printing company in the Fort Worth area. While Brumley has managed thousands of projects for their clients over the years with their superior services, one client, in particular, relies solely on Brumley Printing Company to maintain its high standards in environmentally-friendly projects. Twisted X,®, a footwear company headquartered out of Texas, known for its cutting-edge comfort technologies, sustainability mindset, and philanthropic roots, leans on Brumley Printing to fulfill its printing needs.

Since sustainability is a strong focus for Twisted X, the footwear company leans on vendors like Brumley Printing to support its efforts. The road for Twisted X began in 2016 when ecoTWX® uppers were created from salvaged and recycled plastic bottles from oceans and landfills, and has expanded dramatically since then, now touting materials such as rice husk, algae, sugar cane molasses, bamboo, bamboo charcoal, cork, and merino wool. To further its efforts Twisted X launched Zero-XTM, their “no glue” shoe, and only focuses on production without the use of harsh chemical adhesives, scoring dust and debris, and the elimination of heating and cooling production energy.

Additionally, Twisted X pledges to further their sustainability efforts by supporting reforestation; for each pair of ecoTWX or ZERO-X shoes sold via One Tree Effort®, one tree is planted. Twisted X has taken the Arctic Shipping Pledge, vowing not to utilize arctic waters during shipping due to climate changes. Likewise, Twisted X refuses single-use plastics, produces shoe boxes made from 85% recycled materials, and demands that catalogs and marketing collateral is created from only soy-based ink, recycled paper, and small-batch printing.

Brumley Printing Company plays a key role in perpetuating Twisted X’s plastic-less production practices. Kirk Brumley, head of Sales and Marketing for Brumley, comments that every project Brumley fulfills for Twisted X is environmentally safe, created from plastic-less materials and recycled paper only. “All of the large format prints, signage, POP (point of purchase) displays, and promotional items must be on recycled materials. Printed paper products must also be recycled papers.”

In using one vendor, Twisted X can be assured that the color match quality assurance will be there, and Brumley will abide by the eco-friendly, eco-forward standards. Twisted X says, “Kirk, you know what we want and how we need it, so bring us solutions.“

About Brumley Printing Company: Brumley Printing provides integrated printing solutions that encompass much more than just printing. They offer a host of marketing solutions designed to meet your specific needs and budget. Brumley Printing is one of the top commercial printing companies in the Greater Fort Worth area.

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Source : Brumley Printing Company

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