

For immediate release:

## The making of the iconic Birkie bibs

*Get a glimpse into the creation of the sustainably-made bibs at the 2022 American Birkebeiner*

**CABLE, WI – February 23, 2022** – Borah Teamwear is proud to provide the event bibs for the 2022 Birkie, and we're excited to give participants a look into the process that goes into making them.

We started creating the Birkie bibs in our solar-powered Wisconsin facility last September, dialing in our size patterns through extensive research to ensure the bibs fit a wide range of body types. Next, we began the artwork process, creating an entirely new design for the 2022 event.

After final approval, the artwork was sent to the print room, where each bib was printed on specially-coated recycled paper. Next, the paper was moved to the heat transfer department, where the ink from the paper was transferred into the fabric in a process that permanently dyed the fibers for a lasting design that will not crack, peel, or fade.

Once transfer was complete, the rolls of fabric were sent through our laser cutting table and scanned and cut to precise measurements. Then, they were prepped for the sewing department where our team of seamstresses expertly serged them together. Finally, the bibs were sent to the inspection department where the threads were clipped and the bibs were organized for delivery.

### Our Proud Production Team



**Oh, and last but not least—we're proud to say all Birkie bibs were made from 100% recycled plastic bottles, keeping approximately 70,000 plastic bottles out of the waste stream,** and all fabric was knit in the USA, saving transportation costs and reducing our carbon footprint.

We could not be more proud to be the official bib supplier of the 2022 American Birkebeiner Ski Race. Best of luck to all participants, Hiya Hiya Hiya!

### **About Borah Teamwear**

Borah Teamwear is one of the leading custom sports apparel companies in North America, producing high-quality custom gear for cyclists, runners, triathletes, and skiers. All of Borah's products are 100% custom-made at the company's solar-powered headquarters in Coon Valley, WI, where the latest technological advancements in sustainable apparel design and production are utilized.