

Choose right, choose Fruit.

At Fruit of the Loom we never forget you have a lot of choice when sourcing your imprint garments. That's why we work hard every day to bring you the best products, made ethically and responsibly The Fruit Way, backed by the best service, while providing practical support for your business too. Our aim is to make choosing Fruit of the Loom as rewarding as possible to everyone.

Better products

- ✔ Great product range, styles for everyone, and sizes for all
- ✔ Great value – products at price points to suit every purpose
- ✔ Designed for decoration – perfect canvases for you to bring our garments to life
- ✔ Outstanding quality, consistent colours, reliable results

Made a better way

- ✔ Made ethically and sustainably, made The Fruit Way
- ✔ Over 90% of our range is fully manufactured by us
- ✔ Zero-tolerance for child or forced labour
- ✔ Reduced packaging plus 100% recyclable packing materials
- ✔ Supplier transparency for complete peace of mind

With better service

- ✔ Great availability across our entire range
- ✔ Friendly customer service team ready to communicate in your language
- ✔ Expert representatives in every region

Plus better support for your business

- ✔ High-quality lifestyle and studio images available to download and free to use
- ✔ Suite of marketing materials ready to personalise with your details
- ✔ Help and advice always just a call or email away



Life's better when you choose products made close to home.

At Fruit of the Loom we manufacture over 90% of the garments for our European customers right on our buyers' doorsteps at our purpose-built manufacturing facility in Morocco. Here, the credibility of our ethical and sustainable operation is enhanced by the massive number of shipping miles saved when you choose Fruit of the Loom garments made much closer to home.

Reduced Transportation, Lower Emissions

Morocco's proximity to the European market means our garments travel a fraction of the distances compared to products sourced from farther regions like China and the Far East. Across millions of products, the impact of savings in transport emissions is hugely significant for any business looking to source garments more sustainably.

Great availability on all styles

Manufacturing closer to you means we're not just planet-friendlier – we're also faster! Customers can expect greater availability, ensuring you can keep pace with market demands.

Demand for greener garments is high

Businesses and consumers are becoming increasingly conscious of where their garments come from – products with a smaller carbon footprint are in demand in today's market.

Supporting sustainable, ethical choices

Every time you choose a garment from our Moroccan facility, you're advocating garments made the right way – ethically and sustainably.

Compare distances garments travel...

Most of our garments ship from the port of Casablanca in Morocco. The map below shows how a typical journey from Casablanca to Rotterdam compares versus from other manufacturer's ports.

Choosing Fruit of the Loom can save up to seven times the shipping distance versus garments manufactured in Asia.



Discover our facility in Morocco.

