



FRUIT OF THE LOOM®

T-SHIRT EXPERTS  
SINCE 1851



**WE ARE Ts**

**THE ULTIMATE GUIDE TO THE  
ULTIMATE T-SHIRT COLLECTION  
BY FRUIT OF THE LOOM**

# FRUIT'S ULTIMATE T-SHIRT GUIDE

## WE ARE EVERY T FOR EVERY NEED

The best choice, the best fabrics and the best possible T at every price point: This is what drives the Fruit of the Loom team of designers and fabric technicians every day.

This guide brings you the detail behind every style in our collection and should, when read in conjunction with our full product catalogue, help you choose the exact right T-Shirt for every project you work on.

## STATE OF THE ART MANUFACTURING RIGHT ON EUROPE'S DOORSTEP

We manufacture all our own Ts conscientiously and with industry-leading sustainability values that include zero waste going to landfill, renewable electricity, water recycling, fair labour and transparent supply chain policies. Manufacturing in Morocco, so close to the European market, not only means we can fulfil even large orders fast, but is also much better from a transport and environmental perspective too.

WE ARE Ts

## CHOOSING THE RIGHT T IS ALL IN THE DETAILS

We meticulously consider the knit gauge, yarn count and stitch density for each T-Shirt we make, and optimise these decisions for each style to create the best fabric weights and surfaces for decorating at the right price point – whether you print DTG, DTF, Screen, Transfer or embroider.

## TS FOR EVERY OCCASION

Just some of the sectors our Ts are made for – and with our easy tear-out label, all Fruit Ts are perfect for rebranding:

- Promotions and events
- Tourism and merchandising, especially music
- Workwear and corporate wear
- Sports and leisure wear
- Retail and online

## AT A GLANCE GUIDE





# T-SHIRT GUIDE: GLOSSARY OF KEY TERMS

## KNITTING GAUGE

We carefully select the knitting gauges for each style to provide the best surfaces for printing.

## YARN COUNT (NE)

Indicates the thickness of the yarn based on its length-to-weight ratio. A higher number represents a finer, more lightweight yarn.

## OPEN-END YARN

- Made with shorter cotton fibres.
- Fast and efficient to produce, making it a cost-effective choice.
- Results in a compact, sturdy fabric and rougher hand feel.

## TEAR AWAY LABEL



All our T-Shirts come with a tear away label for easy rebranding.

## RINGSPUN YARN

- Made with longer fibres.
- Produces a finer, softer yarn for a premium feel.
- High-quality printing and decoration.

## CARDED COTTON

A natural cotton preparation process that aligns fibres for added strength and durability. The result is a classic texture with a structured feel.

## COMBED COTTON

An extra refinement process that removes shorter fibres for a smoother, softer, finer and more uniform finish.

## PRICE POSITIONING

Price is symbolized using a visual scale, helping to choose our Ts based on affordability and premium quality.



FIND OUT MORE

## FABRIC WEIGHTS

### LIGHTWEIGHT 140-155g/m<sup>2</sup>

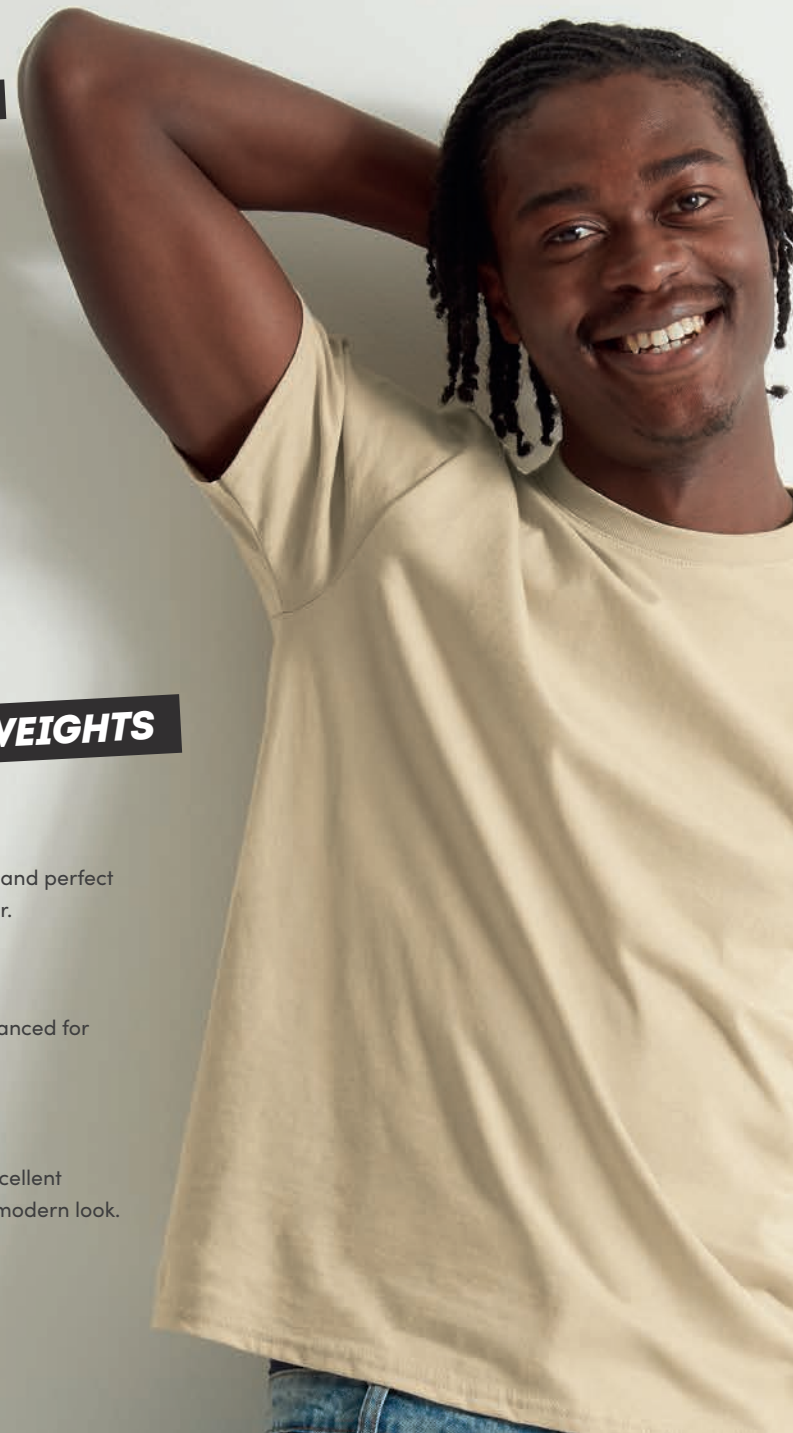
Soft, breathable, and perfect for warm weather.

### MIDWEIGHT 160-200g/m<sup>2</sup>

Versatile and balanced for everyday wear.

### HEAVYWEIGHT 200+g/m<sup>2</sup>

Thick, offering excellent durability and a modern look.



## KEY FEATURES:

- Made from 100% organic cotton yarn
- Soft handle with excellent absorbency for DTG and screen printing
- Perfect for eco-conscious projects



**Styles for:** Unisex Adults

**Gauge:** 24gg

**Weight Class:** Midweight (175/180 g/m<sup>2</sup>)

**Yarn Count:** 1/24Ne

**Fabric:** 100% combed ringspun cotton

**Labelling:** 

**Yarn:** Ringspun

**Price:** 

**PURE COTTON T**  
**RINGSPUN**  
**SOFTNESS MADE**  
**FROM 100%**  
**ORGANIC COTTON**  
**YARN**

**WE ARE Ts**

## KEY FEATURES:

- Soft handle with excellent absorbency for printing
- Extremely cost-effective ringspun T
- Slimmer fashion fit



OUTSTANDING  
VALUE FOR RINGSPUN  
SOFTNESS

**Styles for:** Mens, Ladies, Kids

**Weight Class:** Lightweight (140/145 g/m<sup>2</sup>)

**Fabric:** 100% combed ringspun cotton

**Yarn:** Ringspun

**Gauge:** 28gg

**Yarn Count:** 1/30Ne

**Labelling:** 

**Price:**   

ICONIC 150 T  
RINGSPUN  
SOFTNESS IN A  
LIGHTWEIGHT  
GREAT-VALUE T

WE ARE Ts



# ICONIC 195 RINGSPUN PREMIUM T

**DURABLE  
RINGSPUN  
SOFTNESS AND  
ALL-ROUND  
QUALITY AT A  
PRICE THAT'S  
HARD TO BEAT**

**Styles for:**  
Men, Ladies, Kids

**Weight Class:**  
Midweight (190/195 g/m<sup>2</sup>)

**Fabric:**  
100% combed ringspun cotton

**Yarn:**  
Ringspun

**Gauge:**  
24gg

**Yarn Count:**  
1/22Ne

**Labelling:**  


**Price:**  


**WE ARE Ts**

## KEY FEATURES:

- Soft handle with excellent absorbency for printing
- Probably the best ringspun T for all-round softness, durability, fit and value
- Ideal for year-round wear and versatile applications

**IT'S ICONIC  
FOR A REASON!**



## KEY FEATURES:

- Flat, firm fabric handle – printers love the consistency
- Extremely cost-effective
- Perfect for one-off events where price is the top priority

**Styles for:** Men, Ladies, Kids

**Weight Class:** Lightweight (140/145 g/m<sup>2</sup>)

**Fabric:** 100% carded cotton

**Yarn:** Open-end

**Gauge:** 28gg

**Yarn Count:** 1/28Ne

**Labelling:** 

**Price:** 



**IT'S A  
PRICE-FRIENDLY  
FAVOURITE!**

**ORIGINAL T**  
**THE ORIGINAL**  
**PRICE-FRIENDLY**  
**PROMOTIONAL**  
**FAVOURITE**

**WE ARE Ts**



# VALUEWEIGHT T

## THE BIG-VALUE CLASSIC T THAT'S OUR BEST-EVER SELLER

**Styles for:** Men, Ladies, Kids

**Weight Class:** Midweight (160/165 g/m<sup>2</sup>)

**Fabric:** 100% carded cotton

**Yarn:** Open-end

**Gauge:** 28gg

**Yarn Count:** 1/26Ne

**Labelling:** 

**Price:**  
 

### KEY FEATURES:

- Durable, flat, firm fabric handle
- Great consistency for high-volume printing
- Excellent balance of value and price



**IT'S A FRUIT  
BEST SELLER!**

**WE ARE Ts**



# HEAVY T

**HEAVY ON COTTON,  
SURPRISINGLY  
LIGHT ON PRICE**

## KEY FEATURES:

- Durable, heavier fabric with a firm, flat handle
- On-trend rougher hand-feel
- Extra weight at a great price

**Styles for:**  
Unisex Adults

**Weight Class:**  
Midweight+ (185/190/195 g/m<sup>2</sup>)

**Fabric:**  
100% carded cotton

**Yarn:**  
Open-end

**Gauge:**  
22gg

**Yarn Count**  
1/18Ne

**Labelling:** 

**Price:** 

**IT'S  
HEAVY ON  
WEIGHT,  
HEAVY ON  
VALUE, TOO!**

**WE ARE Ts**

**Styles for:**  
Unisex Adults

**Weight Class:**  
Midweight+ (190/205 g/m<sup>2</sup>)

**Fabric:**  
100% carded cotton

**Yarn:**  
Open-end

**Gauge:**  
24gg

**Yarn Count:**  
1/22Ne

**Labelling:**  


**Price:**  


60°  
WASHABLE

# SUPER PREMIUM T

## OUR PREMIUM QUALITY T FOR PREMIUM QUALITY DECORATION RESULTS

### KEY FEATURES:

- Heavier-weight fabric – great for both printing and embroidery
- On-trend rougher hand-feel
- Ideal for customers seeking a high-end open-end T-Shirt

WE ARE Ts

IT'S PREMIUM BY  
NAME, PREMIUM  
BY NATURE!



# FROM THE FIELD TO THE FINISHED T

Fruit of the Loom makes your Ts conscientiously and sustainably, supported by a fully-transparent supply chain.

**WE ARE Ts**

**1.**

## COTTON CULTIVATION

At Fruit of the Loom, we manufacture and source products around the world. Most of the cotton used in our garments is grown in the U.S., and we have implemented processes to ensure that cotton we use from outside the U.S. is sustainably harvested and free of forced labour.



**2.**

## GINNING

The mechanical separation of cotton fibres from the seeds.

**3.**

## SPINNING

Production of the yarn.  
We use both ringspun yarns and open-end yarns. Our Pure Cotton T is made from 100% organic ringspun yarn.







## 4. **KNITTING**

We process the yarn into high-quality knitted fabrics in our own production facilities in Morocco.



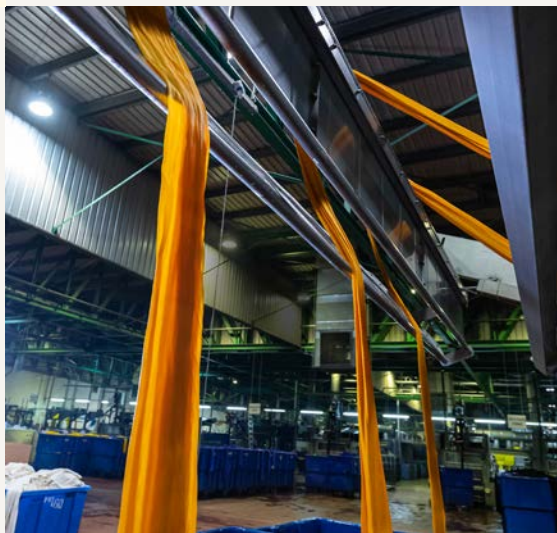
## 7. **SEWING**

Our dedicated employees sew over 1.6 million garment pieces every week. This is only possible through a culture of respect, a safe working environment and fair pay.



## 5. **DYEING**

In our world-class dyeing house, we use environmentally-friendly dyes that transform the knitted fabrics into our huge range of popular Fruit garment colours. We also have our own water treatment plant that means we can reuse over 60% of our water.



## 8. **SHIPPING AND STORAGE**

We not only produce textiles but also store and ship them from Morocco directly, as well as from Germany. Due to the short transport routes, we have a small transport carbon footprint.



## 6. **CUTTING**

Our sustained commitment to waste reduction means all our facilities are zero waste for the 6th consecutive year. This vital achievement is made possible through process optimization at every location that looks to better utilize all fabric as well as collaborative partnerships across our supply chains to divert waste from landfills.



**WE ARE IS**

Fruit of the Loom is more vertically integrated than most other textile suppliers. This means that we own and have full control over most of our production stages and ensures that Fruit of the Loom textiles are manufactured in a safe, sustainable and socially responsible manner.

**FROM THE FIELD  
TO THE FINISHED T**



FRUIT OF THE LOOM®

T-SHIRT EXPERTS  
SINCE 1851

**WE ARE Ts**

[www.fruitoftheloom.eu](http://www.fruitoftheloom.eu)



STANDARD  
100

[www.oeko-tex.com](http://www.oeko-tex.com)



08-5295  
Shirley

**amfori**   
Trade with purpose

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