tencel process which was explained a little earlier, too. It is a lyocell fiber. Tencel is the brand name from Lenzing, where instead of using carbon disulfide, which is a toxic solvent used for rayon processing, that it uses a non-toxic solvent and in that process is almost 100 percent recycled and reused.

So, for some questions like why isn't bamboo on there, why isn't PLA on there, and if I have time I will hit it. Otherwise, I need somebody to ask me a question later.

(Laughter.)

MR. COPELAND: So, I wanted to make sure I overview textile processing because I think it is really important to remember that we start with a raw material from petroleum or from a plant or from an animal and then we make a fiber and then we spin a yarn and then we have to knit or weave a fabric and you have to color it and we have to cut and sew it and assemble the garment. So, I think there is a lot of opportunity for environmental improvement in this entire process, and we need to think about, when we make environmental claims, what is significant. I just thought I would put this up here to give it a little bit of context.

So, I have talked mainly about how we address the fibers, but we also are addressing the processing