



ecoVerde

# Denim Colour Book

Hard working favourites



COATS  
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nvc  
EV51 5000m  
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C2427

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MARCH 2024

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# EcoVerde™ Denim Colour Book



1	2	3	4
C1750 Taz White	C2356 Bronzed Shoe	C8521 Iberian Brown	C8524 Tiber Brown
C1730 White*	C2315 Texas Crust	C8774 Chipmunk	C8627 Bugsy Brown
C2712 Mica White	C2306 Hayana Brown #2*	C8628 Brown Gold*	C8624 Browned Almond
C8154 Pumpkin Seed	C0016 Toffee	C9199 White Russian*	C7020 Classic Oak
C2740 Dream Girl*	C230 Halloween Harvest	C8145 String*	C8776 Brown Bark*
C1103 Texas Cream	C2352 Mica Fox	C8640 Woodruff Tan*	C8587 Pinto Brown
C1231 Jupiter Yellow	C8806 Caramel	C8645 Maple Ice	C8592 Summer Brown*
C1304 Texas Wax	C2384 Mitchell Acorn	C8634 Earthworm	C8688 Alaskan Bake
C8116 Frosty Cream*	C2336 Golden Cumin	C8349 Butterscotch Delight	C837 Taupe Beige*
C8167 Natural*	C2335 Mica Moss	C8368 Applespice*	C8316 Peach Spice
C8125 Naturaline*	C2333 Burnt Fox	C8538 Indian Suede	C2410 Mitchell Pumpkin
C2371 Asia Tan	C0970 Terra Cotta	C8639 Camel's Hair*	C2385 Mitchell Autumn
C2374 Mitchell Almond	C2386 Golden Beetle	C8669 Camel*	C2427 Golden Goose
C1470 Boone Peridot	C2398 Red Gold*	C8668 Cocoa Tan*	C8707 Cayenne*
C2357 Tapestry Gold	C2313 Taz Imperial	C8667 Mohair Tan	C3780 Deep Cardinal*
C2372 Jupiter Tan	C2338 Red Fox*	C8361 Faded Cocoa	C3870 Scarlet Taz
C2317 M Yellow*	C2301 Beetle Spice	C8526 Toast*	C3990 Jupiter Rust
C2318 Asian Suede	C2314 Lt. Red Orange*	C8601 Dk. Cashew	C3968 Firebrick Red
C2380 Mellow Yellow*	C2324 Gold Brown*	C8660 Ginger Silk	C3959 Dk. Red S*
C0270 Lt. Saltillo	C8625 Fossil Silk	C8501 Cafe Blend	C3950 Redwood Stain
C1404 Burnt Butterscotch	C2332 Dk. Red Orange*	C8520 Tiger's Eye	C8924 Pluto Plum
C2353 Mica Gold	C2326 Cumin Seed	C8779 Russet*	C3901 Cherrywine*

Please note this is a colour reference and should be used for guideline purposes only. We strongly advise against printing this shadecard, as lighting conditions and printer limitations may distort the final colour displayed.

For a true representation of the desired shade against fabric material, a physical shadecard should be used.



# EcoVerde™ Denim Colour Book



5		6		7		8	
C8834 Dark Oak		C7542 Rhino Blue		C8664 Birch Leaf		C8606 Moth	
C3673 Hot Pink*		C7940 Scotland Blue		C8692 Rum Twist		C8391 Khaki*	
C4105 Mary Orchid		C7979 Blue Havana		C8136 Cow Butter		C8598 Beaver*	
C4998 Rich Beets		C7975 Glory Faded		C9173 Matthew Valour		C8676 Manatee*	
C7114 Erwin Sky		C7587 Gettysgurg Navy		C9316 Iberian Beige		C8570 Gauntlet	
C1714 Light Cobalt		C7959 Colbert's Blue		C8417 French Vanilla		C8605 Tamoshanter Brown	
C7517 Okie Blue		C7953 Dk. Blue Arctic		C8362 Maple Cream		C8569 Khaki Denim	
C7532 Merlin's Fog		C7955 Millennium*		C8630 Erwin Stone		C8241 Jupiter Sand	
C7563 Cruise Blue*		C9902 Graphite		C8336 Siam Stone		C9170 Sugar Frost	
C7313 Blue Ornament		C7904 Dk. Bruised Blue		C9614 Micaville Taupe		C9164 Barely Beige	
C7318 Asia Royal		C7907 Carbon Ink		C8671 Chestnut*		C9332 Meteoroid	
C0579 Lathe Gray		C6638 Caribbean Breeze		C8694 Industrial Grey		C8679 Mica Brown	
C7929 Texas Navy		C6677 Caribbean Storm		C8680 Dk. Dove		C9374 Spruce Pine Grey	
C7944 Toucan Blue		C5131 Dk. Tennis Green		C8652 Dk. Covert 2		C9373 Zinc*	
C7932 Polar Navy		C5903 Old Army Green		C8685 Merchant Brown		C9388 Grey Phantom	
C7930 Navy #3		C9918 Woolen Green		C8905 Fudge		C9675 Weather Vane	
C7939 Libra Blue		C8947 Govern Green		C8999 Cinch Brown		C9678 Cavern Gloom	
C7919 Ocean Storm		C5708 Godzilla Green*		C8985 Canal Brown		C9959 Storms Eye	
C7900 Navy*		C5710 Olive Green*		C8955 Seal #2		C9404 Jurassic Steel	
C7969 Dk. Millennium		C8654 Prairie Olive*		C8966 Watson Brown		C9623 Kind Grey	
C7960 Midnight Blue*		C8973 Spinach		C8399 Aquatic Green		C9671 Volcano Ash	
C7915 Midnight*		C8683 Olive Canopy		C8663 Tarnished Brass		C9625 Grey Anvil	

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C9662	Spanish Slate
C963	Nickel*
C9684	Dk. Cannon
C9493	Deep Lead
C9694	Miners Shadow
C9911	Whetstone
C9962	Metal Trigger
C9967	Cavern Grey*
C9995	Merlins Smoke
C9954	Roberts Grey*
C9952	Iron Glove
C9945	Sock Brown
C9905	Nocturnal Night
C9948	Charcoal Grey*
C7912	Darkest Bruise
C9710	Black
C9700	Smooth Black
C9770	Black Licorice
C9760	Celestial Black
C9969	Dakota Slate*
C9970	Crayon Grey
C9824	Grey Steam

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C9939	Grey*
C9936	Terry Coal
**99ZTY	Sustainability Indigo
*507TP	Faux Indigo 1
*19999	Faux Indigo 2
*08800	Faux Indigo 3
*R0905	Faux Indigo 4
*D0646	Faux Indigo 5
*D0999	Faux Indigo 6



\*\*Sustainability Indigo  
\* Faux Indigo

## Wash down processes and bleach wash standards

To achieve some of the fashion driven finishes on denim garments such as jeans, garment manufacturers have their products subjected to all manner of post make processes. These can range from a mild rinse wash to an aggressive stone wash with enzymes. Some of the more common wet processes used to 'age' denim employ bleaching agents such as sodium hypochlorite for mild bleaching and calcium hypochlorite for more aggressive bleaching of the fabrics.

Most 100% polyester threads are dyed using medium energy disperse dyes and all disperse dyes irrespective of their chemical nature are affected to some extent by the wash down processes normally employed. Bleaching processes can have a negative effect on the shade of the sewing threads. For example, when seams sewn with 100% polyester threads are subjected to a wash treatment using sodium hypochlorite or calcium hypochlorite the sewing thread may fade to varying degrees depending on the initial shade selected and in some cases, the shade may change completely.

Coats have a Rugged range of threads in specific shade range that use specific dyestuffs to achieve the required level of bleach fastness, these have an improved resistance to oxidative damage of the chromophores, i.e. retain most of the original colour, during the bleach-based wash down processes.

Note: The dyes used in Coats Rugged range due to their different chemical structure interact differently and therefore give different shaped reflectance curves. This difference could potentially lead to Metamerism, therefore, it is critical that the garment manufacturer ensures that the sewing thread meet their required standards prior to moving to bulk production.

Even Coats Rugged range of threads cannot be guaranteed unless the processing (ie washing) conditions are controlled to some extent. It has been established that the use of controlled procedures in terms of temperature, time and chemical concentrations can produce significantly better results. Within each wash down process the variables to be monitored are time, temperature and PH content.

### Suggested guidelines

- Sodium Hypochlorite 56 grams per litre of 5% available chlorine, used at 60 degrees Celsius without additional alkali is preferred.
- If calcium hypochlorite (ie bleaching powder) is used, the concentration must not exceed 4 grams per litre of 65% available chlorine and the temperature should not exceed 60 degrees.
- No additional alkali (sodium carbonate or sodium bicarbonate should be used).
- The liquor ratio should be 1:50

### It is essential that

- The temperature be controlled below 60 degrees.
- The concentration of bleaching powder be shown accurately (ie weighed and the water volume known).
- Under no circumstances should the heat be increased or extra bleach added to speed up the process.

Note: Given the extreme conditions of some bleaching processes, a minimum of grade 4 cannot be guaranteed. It is critical that the garment manufacturer ensures that the sewing thread meet their required standards prior to moving to bulk production.

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C2371 Asia Tan	
C2317 M Yellow*	
C2315 Texas Crust	
C2306 Havana Brown #2*	
C2352 Mica Fox	
C2335 Mica Moss	
C2398 Red Gold*	
C2324 Gold Brown*	
C8625 Fossil Silk	
C2332 Dk. Red Orange*	
C8628 Brown Gold*	
C8381 G Beachwood*	
C8349 Butterscotch Delight	
C3325 Mitchell Dust	
C7114 Erwin Sky	
C7524 Sly Blue	
C7563 Cruise Blue*	
C7565 Postman Blue*	
C7932 Polar Navy	
C7930 Navy #3	
C7939 Libra Blue	
C7900 Navy*	

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C7929 Texas Navy	
C7960 Midnight Blue*	
C7915 Midnight*	
C7940 Scotland Blue	
C7952 Salem Blue	
C7979 Blue Havana	
C7587 Gettysgurg Navy	
C7933 Dk. Polar Navy	
C8510 Pewter Green*	
C9373 Zinc*	
C9959 Storms Eye	
C9671 Volcano Ash	
C9676 Weeping Grey	
C9949 Charcoal Blue	
C7912 Darkest Bruise	
C9700 Smooth Black	
C9770 Black Licorice	
C9760 Celestial Black	

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### ASTRA™ ECOVERDE™, DUAL DUTY™ ECOVERDE™, EPIC™ ECOVERDE™ AND GRAMAX™ ECOVERDE™

CODE	NAME	STRIP	POS
C0016	Toffee	2	4
C0270	Lt. Saltillo	1	20
C0579	Lathe Gray	5	12
C0970	Terra Cotta	2	12
C1103	Texas Cream	1	6
C1231	Jupiter Yellow	1	7
C1304	Texas Wax	1	8
C1404	Burnt Butterscotch	1	21
C1470	Boone Peridot	1	14
C1714	Light Cobalt	5	6
C1730	White*	1	2
C1750	Taz White	1	1
C2301	Beetle Spice	2	17
C2305	Halloween Harvest	2	5
C2306	Havana Brown #2*	2	3
C2313	Taz Imperial	2	15
C2314	Lt. Red Orange*	2	18
C2315	Texas Crust	2	2
C2317	M Yellow*	1	17
C2318	Asian Suede	1	18
C2324	Gold Brown*	2	19
C2326	Cumin Seed	2	22
C2332	Dk. Red Orange*	2	21
C2333	Burnt Fox	2	11
C2335	Mica Moss	2	10
C2336	Golden Cumin	2	9
C2338	Red Fox*	2	16
C2352	Mica Fox	2	6
C2353	Mica Gold	1	22
C2356	Bronzed Shoe	2	1
C2357	Tapestry Gold	1	15
C2371	Asia Tan	1	12
C2372	Jupiter Tan	1	16
C2374	Mitchell Almond	1	13
C2380	Mellow Yellow*	1	19
C2384	Mitchell Acorn	2	8
C2385	Mitchell Autumn	4	12
C2386	Golden Beetle	2	13
C2398	Red Gold*	2	14
C2410	Mitchell Pumpkin	4	11
C2427	Golden Goose	4	13
C2712	Mica White	1	3
C2740	Dream Girl*	1	5
C3673	Hot Pink*	5	2

CODE	NAME	STRIP	POS
C3780	Deep Cardinal*	4	15
C3870	Scarlet Taz	4	16
C3901	Cherrywine*	4	22
C3950	Redwood Stain	4	20
C3959	Dk. Red S*	4	19
C3968	Firebrick Red	4	18
C3990	Jupiter Rust	4	17
C4105	Mary Orchid	5	3
C4998	Rich Beets	5	4
C5131	Dk. Tennis Green	6	14
C5708	Godzilla Green*	6	18
C5710	Olive Green*	6	19
C5903	Old Army Green	6	15
C6638	Caribbean Breeze	6	12
C6677	Caribbean Storm	6	13
C7020	Classic Oak	4	4
C7114	Erwin Sky	5	5
C7313	Blue Ornament	5	10
C7318	Asia Royal	5	11
C7517	Okie Blue	5	7
C7532	Merlin's Fog	5	8
C7542	Rhino Blue	6	1
C7563	Cruise Blue*	5	9
C7587	Gettysburg Navy	6	5
C7900	Navy*	5	19
C7904	Dk. Bruised Blue	6	10
C7907	Carbon Ink	6	11
C7912	Darkest Bruise	9	15
C7915	Midnight*	5	22
C7919	Ocean Storm	5	18
C7929	Texas Navy	5	13
C7930	Navy #3	5	16
C7932	Polar Navy	5	15
C7939	Libra Blue	5	17
C7940	Scotland Blue	6	2
C7944	Toucan Blue	5	14
C7953	Dk. Blue Arctic	6	7
C7955	Millennium*	6	8
C7959	Colbert's Blue	6	6
C7960	Midnight Blue*	5	21
C7969	Dk. Millennium	5	20
C7975	Glory Faded	6	4
C7979	Blue Havana	6	3
C8116	Frosty Cream*	1	9

CODE	NAME	STRIP	POS
C8125	Naturaline*	1	11
C8136	Cow Butter	7	3
C8145	String*	3	5
C8154	Pumpkin Seed	1	4
C8167	Natural*	1	10
C8241	Jupiter Sand	8	8
C8316	Peach Spice	4	10
C8336	Siam Stone	7	9
C8349	Butterscotch Delight	3	9
C8361	Faded Cocoa	3	16
C8362	Maple Cream	7	7
C8368	Applespice*	3	10
C8377	Taupe Beige*	4	9
C8391	Khaki*	8	2
C8399	Aquatic Green	7	21
C8417	French Vanilla	7	6
C8501	Cafe Blend	3	20
C8520	Tiger's Eye	3	21
C8521	Iberian Brown	3	1
C8524	Tiber Brown	4	1
C8526	Toast*	3	17
C8538	Indian Suede	3	11
C8569	Khaki Denim	8	7
C8570	Gauntlet	8	5
C8587	Pinto Brown	4	6
C8592	Summer Brown*	4	7
C8598	Beaver*	8	3
C8601	Dk. Cashew	3	18
C8605	Tamoshanter Brown	8	6
C8606	Moth	8	1
C8624	Browned Almond	4	3
C8625	Fossil Silk	2	20
C8627	Bugsy Brown	4	2
C8628	Brown Gold*	3	3
C8630	Erwin Stone	7	8
C8634	Earthworm	3	8
C8639	Camel's Hair*	3	12
C8640	Woodruff Tan*	3	6
C8645	Maple Ice	3	7
C8652	Dk. Covert 2	7	14
C8654	Prairie Olive*	6	20
C8660	Ginger Silk	3	19
C8663	Tarnished Brass	7	22
C8664	Birch Leaf	7	1



# EcoVerde™ Denim Colour Book

## Index

### RUGGED COLOURS

CODE	NAME	STRIP	POS
C8667	Mohair Tan	3	15
C8668	Cocoa Tan*	3	14
C8669	Camel*	3	13
C8671	Chestnut*	7	11
C8676	Manatee*	8	4
C8679	Mica Brown	8	12
C8680	Dk. Dove	7	13
C8683	Olive Canopy	6	22
C8685	Merchant Brown	7	15
C8688	Alaskan Bake	4	8
C8692	Rum Twist	7	2
C8694	Industrial Grey	7	12
C8707	Cayenne*	4	14
C8774	Chipmunk	3	2
C8776	Brown Bark*	4	5
C8779	Russet*	3	22
C8806	Caramel	2	7
C8834	Dark Oak	5	1
C8905	Fudge	7	16
C8924	Pluto Plum	4	21
C8947	Govern Green	6	17
C8955	Seal #2	7	19
C8966	Watson Brown	7	20
C8973	Spinach	6	21
C8985	Canal Brown	7	18
C8999	Cinch Brown	7	17
C9164	Barely Beige	8	10
C9170	Sugar Frost	8	9
C9173	Matthew Valour	7	4
C9199	White Russian*	3	4
C9316	Iberian Beige	7	5
C9332	Meteoroid	8	11
C9373	Zinc*	8	14
C9374	Spruce Pine Grey	8	13
C9388	Grey Phantom	8	15
C9404	Jurassic Steel	8	19
C9493	Deep Lead	9	4
C9614	Micaville Taupe	7	10
C9623	Kind Grey	8	20
C9625	Grey Anvil	8	22

CODE	NAME	STRIP	POS
C9631	Nickel*	9	2
C9662	Spanish Slate	9	1
C9671	Volcano Ash	8	21
C9675	Weather Vane	8	16
C9678	Cavern Gloom	8	17
C9684	Dk. Cannon	9	3
C9694	Miners Shadow	9	5
C9700	Smooth Black	9	17
C9710	Black	9	16
C9760	Celestial Black	9	19
C9770	Black Licorice	9	18
C9824	Grey Steam	9	22
C9902	Graphite	6	9
C9905	Nocturnal Night	9	13
C9911	Whetstone	9	6
C9918	Woolen Green	6	16
C9936	Terry Coal	10	2
C9939	Grey*	10	1
C9945	Sock Brown	9	12
C9948	Charcoal Grey*	9	14
C9952	Iron Glove	9	11
C9954	Roberts Grey*	9	10
C9959	Storms Eye	8	18
C9962	Metal Trigger	9	7
C9967	Cavern Grey*	9	8
C9969	Dakota Slate*	9	20
C9970	Crayon Grey	9	21
C9995	Merlins Smoke	9	9

### INDIGO COLOURS

CODE	NAME	STRIP	POS
99ZTY	Sustainability Indigo	10	3
507TP	Faux Indigo 1	10	4
19999	Faux Indigo 2	10	5
08800	Faux Indigo 3	10	6
R0905	Faux Indigo 4	10	7
D0646	Faux Indigo 5	10	8
D0999	Faux Indigo 6	10	9

CODE	NAME	STRIP	POS
C2306	Havana Brown #2*	11	4
C2315	Texas Crust	11	3
C2317	M Yellow*	11	2
C2324	Gold Brown*	11	8
C2332	Dk. Red Orange*	11	10
C2335	Mica Moss	11	6
C2352	Mica Fox	11	5
C2371	Asia Tan	11	1
C2398	Red Gold*	11	7
C3325	Mitchell Dust	11	14
C7114	Erwin Sky	11	15
C7524	Sly Blue	11	16
C7563	Cruise Blue*	11	17
C7565	Postman Blue*	11	18
C7587	Gettysgurg Navy	12	7
C7900	Navy*	11	22
C7912	Darkest Bruise	12	15
C7915	Midnight*	12	3
C7929	Texas Navy	12	1
C7930	Navy #3	11	20
C7932	Polar Navy	11	19
C7933	Dk. Polar Navy	12	8
C7939	Libra Blue	11	21
C7940	Scotland Blue	12	4
C7952	Salem Blue	12	5
C7960	Midnight Blue*	12	2
C7979	Blue Havana	12	6
C8349	Butterscotch Delight	11	13
C8381	G Beachwood*	11	12
C8510	Pewter Green*	12	9
C8625	Fossil Silk	11	9
C8628	Brown Gold*	11	11
C9373	Zinc*	12	10
C9671	Volcano Ash	12	12
C9676	Weeping Grey	12	13
C9700	Smooth Black	12	16
C9760	Celestial Black	12	18
C9770	Black Licorice	12	17
C9949	Charcoal Blue	12	14
C9959	Storms Eye	12	11

Coats Denim Colour Book can be used to select the perfect sustainable thread colour for Astra EcoVerde, Dual Duty EcoVerde, Epic EcoVerde, Gramax EcoVerde, Dual Duty EcoVerde Indigo, Astra EcoVerde Rugged and Epic EcoVerde Rugged. It is also suitable for non-recycled thread brands Astra, Dual Duty, Epic, Gramax, Dual Duty Indigo, Astra Rugged and Epic Rugged. As the application of Coats products may vary considerably it is the responsibility of the user to assure themselves that the product is suitable for the intended end use and meets end user requirements. This assurance includes but is not limited to dye fastness under all conditions.

We make every effort to ensure continuity of shade however a slight variation in shades can occur in threads made with different raw materials and substrates including virgin and recycled fibres. Coats will not accept liability for unsuitable or improper use or application of products and will not be responsible for any consequential damages caused.

Coats threads are manufactured, and quality controlled to the highest standards possible. Since the conditions of use, washing, pressing, and cleaning etc. vary, the purchaser should assure themselves by preliminary tests that the dye fastness of the yarn or thread is 100% colourfast to crocking or washing under all conditions. We cannot be responsible for any consequential damages howsoever caused since the value of the thread is so disproportionate to the value of the goods into which it is stitched.

**For bleach fast thread Epic Rugged and Astra Rugged, illuminant metamerism can occur due to the selection of specific dyestuffs to achieve the required level of bleach fastness. It is critical that the garment manufacturer ensures that the sewing thread colour after harsh wash meets their required standards prior to moving to bulk production: It is recommended to review the colour against the shade card thread tassel under the required light source as metamerism may occur due to the different dyes used.**

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