



Textile Company Wins State's Coveted ACE Award - PCCA Gets Corporate Excellence Award for Denimatrix Venture in Guatemala -

Washington DC) On Friday, December 17th, Plains Cotton Cooperative Association (PCCA) was awarded the Statement Department's coveted [Award for Corporate Excellence \(ACE\)](#) for its outstanding corporate stewardship of Denimatrix in Guatemala. The award, which was presented Secretary of State Hillary Clinton, honors exemplary conduct, corporate responsibility and innovation in a company's overseas operations. Only three companies a year receive the award; the other recipients this year were Mars Candy and Cisco Systems. This is the first time a textile company has received the award.

In presenting the award to Wally Darnielle, CEO of PCCA, Secretary Clinton praised PCCA and Denimatrix "for the exemplary care they show for their employees, their respect for the local community, and their commitment to the environment." Since PCCA launched Denimatrix in early 2009, the company has added an on-site pharmacy, a dental clinic, a vision clinic and on site employee health education in addition to providing medical care with on-site doctors. Denimatrix, which employs six thousand workers in Guatemala City, also offers its health services to the surrounding community.

The U.S. Ambassador to Guatemala, Stephen McFarland noted that "Guatemala faces a variety of challenges right now, ranging from crime and insecurity, to poverty. In all of these areas, economic development is an essential part of any solution, and the key is jobs. And in this way, companies like Denimatrix are doing much more than providing solid, stable employment for workers; they're also providing hope for a better future in Guatemala." The Ambassador concluded, "This is really, truly, cutting-edge corporate citizenship in Guatemala and a tremendous model. Denimatrix sets an example for other companies that do business in Guatemala and around the region." Denimatrix's president, Carlos Arias, and Eddie Smith, PCCA's chairman, accepted the award along with Mr. Darnielle.

In accepting the award, Darnielle thanked his colleagues in Guatemala and said that the programs Denimatrix has developed not only made the operation more productive but were also embraced by buyers and brands. Darnielle stated: "When our apparel customers come to visit our plant, as Secretary Clinton mentioned, one of the strongest impressions that people like Gap take away is our commitment to saving jobs and to saving the environment." Darnielle added that the Denimatrix programs are "a roadmap for success in the future when consumers will choose to buy products from companies who are socially responsible and environmentally responsible." In the environmental arena, Denimatrix's wastewater treatment plant exceeds all government regulations and their G2 laundry system washes jeans with ozone instead of water, thus reducing wastewater output. Denimatrix's environmental corporate strategy is "Reduce, Re-use and Recycle."

PCCA is the only completely vertical fiber-textile-apparel company in the United States and Central America. PCCA represents a cooperative of farmers that grows approximately one third of the U.S. cotton crop, a mill outside of Lubbock Texas that employs 700 workers and weaves cotton yarn into denim fabric and the Denimatrix operation in Guatemala which sews denim jeans for sale in the U.S. market.

For more information on PCCA, click [here](#). For more information on PCCA's subsidiary, Denimatrix, click [here](#). For more information on the ACE awards, click [here](#). For a video of the award ceremony, click [here](#). # # #