



FRUIT OF THE LOOM®

# 2021

## Update



### **2021 product grids:**

Full product details inside

### **New in:**

Original Polo,  
Face Masks

### **Iconic**

### **Collection:**

Your premium choice

### **Classic Sweats & Jog Pants:**

Bigger sizes,  
additional colours

# WHAT'S

**NEW**

## ORIGINAL POLO

S I M P L Y G R E A T !

When you want simple and great,  
our NEW Original Polo delivers!  
See pages 4-5 for details.



**NEW**



### Face Masks We've got you covered

New, reusable high-quality 100% cotton 3-ply face coverings are now available. Find out more on page 11.



# S NEW?

At Fruit of the Loom we are approaching the new year with positivity and support for all our customers in the imprint business. Count on us for consistently-reliable, great-quality, great-value garments designed for all your decoration needs – always available and in stock and backed by our industry-leading ethical code of conduct.

Inside this Fruit collection update we're excited to share with you our new products and to showcase our extensive premium Iconic collection. Enjoy!



## **Fruit for all**

We've gone larger across our Classic Sweats collection. You'll now find 4XL and 5XL sizes in styles across the range, and up to size 3XL in our Classic Zip-Neck Sweat, Classic Sweat Jacket and both Classic Jog Pants styles.

## **Iconic Collection Your premium choice**

Fruit's Iconic collection has established itself as the leading premium great-value ringspun cotton T-Shirt. The range is a favourite among garment decorators for consistently outstanding print results. See pages 6 to 10 for full details.

## **Classic Jog Pants go White!**

Our popular Classic Jog Pants have a brand new colour – white! The perfect way to add a little athleisure cool to your comfort wear. This style is now also available up to 3XL. See more on page 11.



FRUIT OF THE LOOM®



# ORIGINAL

## S I M P L Y






Simply great quality, simply great value and simply great for decoration, the **NEW Original Polo** from Fruit of the Loom is simply a great all-rounder. Available in 10 simply great colours in sizes S-3XL, it's a simply great choice for big promotions, events or staff uniforms. Looking for simple and great? Simply pick our all-new Original Polo.

**NEW**

### Original Polo

63-050-0

Classic fit, 185gm/m<sup>2</sup>

-  100% cotton\*  
\*Heather Grey 97% cotton, 3% polyester
-  White - 175gm/m<sup>2</sup>  
Colour - 185gm/m<sup>2</sup>
-  S - 3XL
-  36
-  Tear away label

30

36

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AZ

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ZU

# AL POLO

G R E A T !



Our 185gm/m<sup>2</sup> Original Polo comes in a classic fit – a great choice for everyone.

Details include self-coloured buttons on a classic reinforced two-button placket.

Includes our tear away label for fast, easy rebranding.

**100% ringspun cotton!**

**It's the new polo that's a simply great choice for anything!**



# ICONIC COLLECTION

YOUR PREMIUM CHOICE



Premium soft-combed 100% ringspun cotton Ts in a choice of styles for Men, Ladies, Kids and Girls. A choice of Men's fits and fabric weights. Colour that's an ideal canvas for decoration, including a modern Marl colour palette perfect for retail, music and other fashionable sectors. All this, plus a tear away label for easy rebranding, and all at outstanding Fruit value.

**For a premium T collection that gives you a premium feeling and a premium choice, choose Iconic by Fruit of the Loom.**

## Iconic 165 Classic T

61-438-0

Classic fit, 165gm/m<sup>2</sup>

-  100% cotton\*  
\*Heather Grey 97% cotton, 3% polyester
-  White - 160gm/m<sup>2</sup>  
Colours - 165gm/m<sup>2</sup>
-  S-5XL (4XL & 5XL available in White, Black and Heather Grey only)
-  72 (36 sizes 3XL-5XL)
-  Tear away label

- **100% combed ring-spun cotton**
- **Soft hand feel**
- **Crew neck with narrow 1x1 cotton/LYCRA® rib**
- **Self-fabric back neck tape**
- **Tear away back neck label**

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Iconic 165 Classic T is not sold decorated.

## Iconic 150 T

61-430-0

Fashion fit, 150gm/m<sup>2</sup>

- ☐ 100% cotton\*  
\*Heather Grey 97% cotton,  
3% polyester  
\*HD, R6, RX, VF, VH, HP & H1  
52% cotton, 48% polyester
- 👜 White and Heather Grey - 140gm/m<sup>2</sup>  
Colours - 150gm/m<sup>2</sup>
- 👕 S - 5XL (4XL available in White,  
Black, Red, Heather Grey and Deep  
Navy, 5XL available in White, Black,  
and Heather grey only)  
**New colours in 4XL**
- 📦 72 (36 sizes 3XL-5XL)
- 🗑️ Tear away label

- **100% combed ringspun cotton**
- **Soft hand feel**
- **Narrow crew neck with 1x1 rib**
- **Self-fabric back neck tape**
- **Tear away back neck label**
- **Shaped side seams for a feminine fit (ladies only)**



## Ladies Iconic 150 T

61-432-0

Fashion fit, 150gm/m<sup>2</sup>

- ☐ 100% cotton\*  
\*Heather Grey 97% cotton,  
3% polyester  
\*HD, R6, RX, VF, VH, HP, H1  
52% cotton, 48% polyester
- 👜 White and Heather Grey - 140gm/m<sup>2</sup>  
Colours - 150gm/m<sup>2</sup>
- 👕 XS - 2XL
- 📦 72
- 🗑️ Tear away label



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XW

HD

R6

RX

VF

VH

HP

H1

Ladies

57

## Iconic 150 V-Neck T

61-442-0

Fashion fit, 150gm/m<sup>2</sup>

- 100% cotton\*  
\*Heather Grey 97% cotton, 3% polyester
- White and Heather Grey – 140gm/m<sup>2</sup>  
Colours – 150gm/m<sup>2</sup>
- S-5XL (4XL & 5XL available in White, Black and Heather Grey only)
- 72 (36 sizes 3XL-5XL)
- Tear away label



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51

94

AZ

- 100% combed ringspun cotton
- Soft hand feel
- Shaped side seams for a feminine fit (Ladies only)
- Narrow V-neck with 1x1 rib
- Self-fabric back neck tape
- Tear away back neck label

## Ladies Iconic 150 V-Neck T

61-444-0

Fashion fit, 150gm/m<sup>2</sup>

- 100% cotton
- White – 140gm/m<sup>2</sup>  
Colours – 150gm/m<sup>2</sup>
- XS - 2XL
- 72
- Tear away label

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57

AZ










## Iconic 150 Classic Long Sleeve T

61-446-0

Classic fit, 150gm/m<sup>2</sup>

-  100% cotton\*  
\*Heather Grey 97% cotton, 3% polyester
-  White and Heather Grey - 140gm/m<sup>2</sup>  
Colours - 150gm/m<sup>2</sup>
-  S-5XL (4XL & 5XL available in White, Black and Heather Grey only)
-  72 (60 sizes 2XL, 36 sizes 3XL-5XL)
-  Tear away label

30

36

40

94

AZ






- **100% combed ringspun cotton**
- **Soft hand feel**
- **Narrow crew neck with 1x1 rib**
- **Self-fabric back neck tape**
- **Tear away back neck label**



## Iconic Polo

63-044-0

Fashion fit, 180gm/m<sup>2</sup>

-  100% cotton\*  
\*Heather Grey, HD, R6, RX, VF, VH, HP, H1  
65% polyester, 35% cotton
-  White - 170gm/m<sup>2</sup>  
Colour - 180gm/m<sup>2</sup>
-  S - 3XL
-  36
-  Tear away label

- **Three button placket with self-coloured pearlised buttons**
- **Side vents**
- **Tear away back neck label**

- HD 30
- R6 34
- RX 36
- VF 40
- VH 47
- HP 51
- H1 59
- 60
- 94
- AZ
- CB
- FR
- GL
- TM
- XW
- NE



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## Kids Iconic 150 T

61-023-0

Classic fit, 150gm/m<sup>2</sup>

- ☐ 100% cotton\*  
\*Heather Grey 97% cotton, 3% polyester  
\*HD, VF, HP 52% cotton, 48% polyester
- 👕 White & Heather Grey – 140gm/m<sup>2</sup>  
Colours – 150gm/m<sup>2</sup>
- 📏 3-4, 5-6, 7-8, 9-11, 12-13, 14-15
- 📦 72
- 🗑️ Tear away label

- 100% combed ringspun cotton
- Soft hand feel
- Girls fit with shaped side seams (Girls only)
- Narrow crew neck with 1x1 rib
- Self-fabric back neck tape
- Tear away back neck label

## Girls Iconic 150 T

61-025-0

Fashion fit, 150gm/m<sup>2</sup>

- ☐ 100% cotton\*  
\*Heather Grey 97% cotton, 3% polyester  
\*HD, VF, HP 52% cotton, 48% polyester
- 👕 White & Heather Grey – 140gm/m<sup>2</sup>  
Colours – 150gm/m<sup>2</sup>
- 📏 3-4, 5-6, 7-8, 9-11, 12-13, 14-15
- 📦 72
- 🗑️ Tear away label

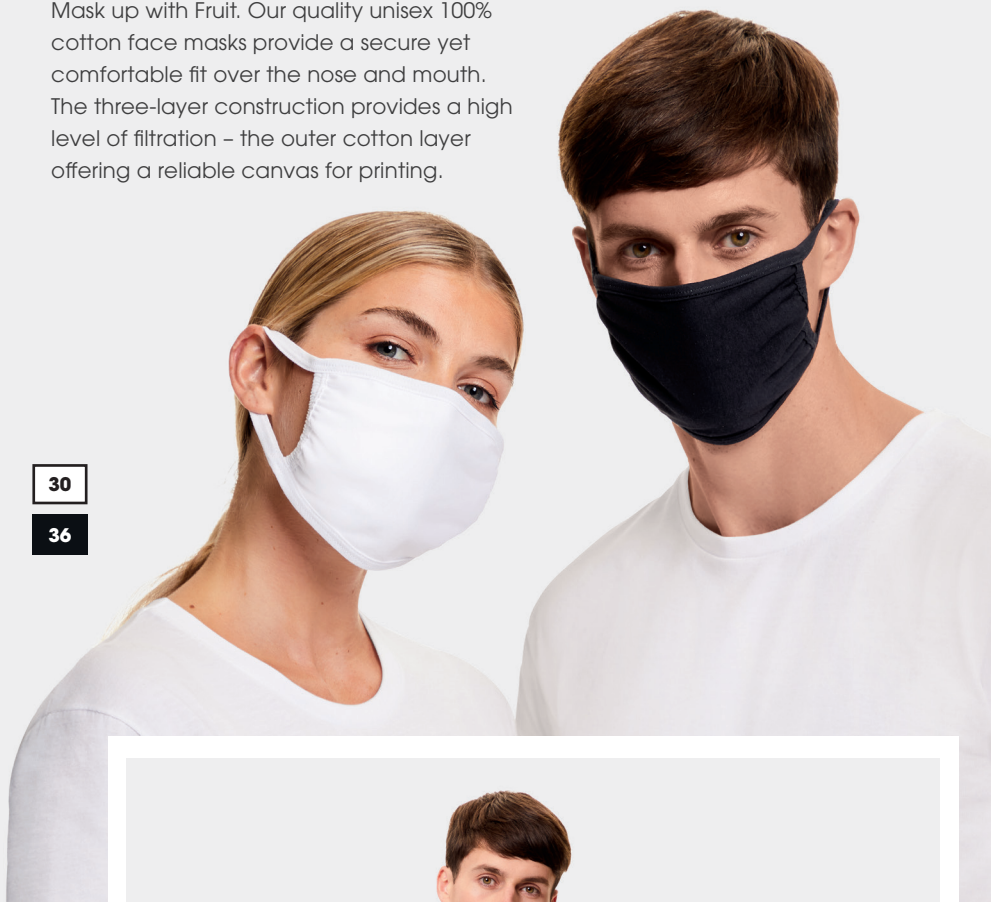


- 30
- 34
- 36
- 40
- 47
- 51
- 57
- 94
- AZ
- GL
- NE
- TM
- XW
- ZU
- HD
- VF
- HP
- Kids
- 32
- Girls
- 52
- PE

# FACE MASKS

PERFECT EVERY DAY

Mask up with Fruit. Our quality unisex 100% cotton face masks provide a secure yet comfortable fit over the nose and mouth. The three-layer construction provides a high level of filtration - the outer cotton layer offering a reliable canvas for printing.



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36



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NEW

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HD

NEW

11

## Face Mask 5 Pack (unisex) 6M-013-V: Size S 6M-014-V: Size M

- 100% cotton
- White - 140gm/m<sup>2</sup>,  
Black - 145gm/m<sup>2</sup>
- S+M
- Pack 5; Carton 500 (100 packs)

- Soft 3-ply cotton fabric
- Rubber inserted in binding and sides for stretch and recovery
- Washable up to 60°C and reusable
- Breathability, permeability and filtration tested at an accredited independent lab (filtration is greater than 70%)
- Pack label and disclaimer available in 26 languages
- Instruction leaflet included inside packaging
- Now also available in new size S

NEW

Classic Jog Pants now available in white

## Classic Elasticated Cuff Jog Pants

64-026-0

- 80% cotton, 20% polyester\*  
\*HD 60% cotton, 40% polyester
- White & Heather Grey - 260gm/m<sup>2</sup>  
Colour - 280gm/m<sup>2</sup>
- S - 3XL (3XL available in White, Navy, Black, Heather Grey and Deep Navy only)
- 36

- Elasticated waist with draw cord
- Side pockets
- Cuffed hem



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# Polos

STYLE NAME	CODE	FABRIC	WEIGHT GM/M <sup>2</sup> (WHITE/COLOUR)	SIZES	PACKS/CARTONS	WHITE	NAVY	SUNFLOWER	BLACK	BOTTLE GREEN	RED	BURGUNDY	ORANGE	KELLY GREEN	ROYAL BLUE	LIGHT PINK	FUCHSIA	CLASSIC OLIVE	NATURAL	EMERALD	ASH	HEATHER GREY	KHAKI	DEEP NAVY	COBALT BLUE	FLAME	LIGHT GRAPHITE	ZINC	LIME	NEO MINT	PURPLE	FOREST	SKY BLUE	AZURE BLUE	DARK HEATHER GREY	HEATHER ROYAL	HEATHER GREEN	HEATHER NAVY	HEATHER RED	HEATHER PURPLE	HEATHER BURGUNDY					
						30	32	34	36	38	40	41	44	47	51	52	57	59	60	77	93	94	3M	AZ	CB	FR	GL	XW	LM	NE	PE	TM	YT	ZU	HD	R6	RX	VF	VH	HP	H1					
<b>NEW</b> ORIGINAL POLO	63-050-0	100% cotton <sup>8</sup>	175/185	S-3XL	36																																									
65/35 POLO	63-402-0	65% polyester, 35% cotton <sup>1</sup>	170/180	S-5XL <sup>2</sup>	36 (12 sizes 4XL and 5XL)																																									
LADIES 65/35 POLO	63-212-0	65% polyester, 35% cotton <sup>1</sup>	170/180	XS-2XL	36																																									
65/35 TAILORED FIT POLO	63-042-0	65% polyester, 35% cotton <sup>1</sup>	170/180	S-3XL	36																																									
65/35 POCKET POLO	63-308-0	65% polyester, 35% cotton <sup>1</sup>	170/180	S-3XL	36																																									
65/35 HEAVY POLO	63-204-0	65% polyester, 35% cotton <sup>1</sup>	220/230	S-3XL	36																																									
ICONIC POLO	63-044-0	100% cotton <sup>3</sup>	170/180	S-3XL	36																																									
PREMIUM POLO	63-218-0	100% cotton <sup>4</sup>	170/180	S-3XL	36																																									
LADIES PREMIUM POLO	63-030-0	100% cotton <sup>4</sup>	170/180	XS-2XL	36																																									
PREMIUM LONG SLEEVE POLO	63-310-0	100% cotton <sup>6</sup>	170/180	S-3XL	36																																									
PERFORMANCE POLO	63-038-0	100% polyester	140	S-3XL	36																																									
LADIES PERFORMANCE POLO	63-040-0	100% polyester	140	XS-2XL	36																																									

# Tipped Polo

STYLE NAME	CODE	FABRIC	WEIGHT GM/M <sup>2</sup> (WHITE/COLOUR)	SIZES	PACKS/CARTONS	DEEP NAVY/WHITE	SKY/BLUE/WHITE	WHITE/KELLY GREEN	ROYAL BLUE/WHITE	BLACK/WHITE	RED/WHITE	WHITE/DEEP NAVY
						85	RS	WR	KB	KW	RW	W6
PREMIUM TIPPED POLO	63-032-0	100% cotton	170/180	S-3XL	36							

# Underwear

STYLE NAME	CODE	FABRIC	WEIGHT GM/M <sup>2</sup> (WHITE/COLOUR)	SIZES	PACKS/CARTONS	WHITE	BLACK	DEEP NAVY	LIGHT GREY/MARL	DEEP NAVY/MID BLUE/MARL/DEEP NAVY	HEATHER GREY/WHITE/BLACK	MID GREY/MARL/WHITE/BLACK STRIPE	BLACK/MELANGE GREY
						30	36	AZ	L2	TE	HB	SO	M9
CLASSIC BOXER 2 PACK	67-026-7	95% cotton, 5% elastane	150/155	S-2XL	80 (40 packs)								
CLASSIC SHORTY 2 PACK	67-020-7	95% cotton, 5% elastane	150/155	S-2XL	80 (40 packs)								
CLASSIC SPORT BRIEF 2 PACK	67-018-7	95% cotton, 5% elastane	150/155	S-2XL	80 (40 packs)								
CLASSIC SLIP 3 PACK	67-012-6	100% cotton	145/150	S-2XL	120 (40 packs)								
FRUIT CREW SOCKS 3 PACK	67-600-Z	67% cotton, 18% polyester, 13% polyamide, 2% elastane	S: 41,00 <sup>7</sup> M: 46,40 <sup>7</sup> L: 49,00 <sup>7</sup>	S 35-38 M 39-42 L 43-46	180 (60 packs)								
ORIGINAL T 3 PACK	67-082-3	100% cotton	140	S-2XL	108 (36 packs)								
FRUIT WORK GEAR SOCKS 3 PACK	67-608-Z	72% cotton, 23% polyamide, 4% polyester, 1% elastane	M: 76,40 <sup>7</sup> L: 85,80 <sup>7</sup>	M 39-42 L 43-46	135 (45 pack)								
FRUIT QUARTER SOCKS 3 PACK	67-602-Z	70% cotton, 22% polyester, 6% polyamide, 2% elastane	S: 30,60 <sup>7</sup> M: 33,60 <sup>7</sup> L: 35,20 <sup>7</sup>	S 35-38 M 39-42 L 43-46	216 (72 pack)								

# Shirts

STYLE NAME	CODE	FABRIC	WEIGHT GM/M <sup>2</sup> (WHITE/COLOUR)	SIZES	PACKS/CARTONS	WHITE	NAVY	BLACK	RED	OXFORD GREY	OXFORD BLUE	MID BLUE
						30	32	36	40	OC	OD	MU
SHORT SLEEVE OXFORD SHIRT	65-112-0	70% cotton, 30% polyester	130/135	S-3XL	12							
LADIES SHORT SLEEVE OXFORD SHIRT	65-000-0	70% cotton, 30% polyester	130/135	XS-3XL	12							
LADIES LONG SLEEVE OXFORD SHIRT	65-002-0	70% cotton, 30% polyester	130/135	XS-3XL	12							
LONG SLEEVE OXFORD SHIRT	65-114-0	70% cotton, 30% polyester	130/135	S-3XL	12							
SHORT SLEEVE POPLIN SHIRT	65-116-0	55% cotton, 45% polyester	115/120	S-3XL	12							
LADIES SHORT SLEEVE POPLIN SHIRT	65-014-0	55% cotton, 45% polyester	115/120	XS-3XL	12							
LADIES LONG SLEEVE POPLIN SHIRT	65-012-0	55% cotton, 45% polyester	115/120	XS-3XL	12							
LONG SLEEVE POPLIN SHIRT	65-118-0	55% cotton, 45% polyester	115/120	S-3XL	12							

<sup>1</sup> Easy-care.  
<sup>2</sup> 4XL & 5XL available in White, Black, Navy and Heather Grey only.  
<sup>3</sup> Heather Grey, HD, R6, RX, VF, VH, HP, HI 65% polyester, 35% cotton.  
<sup>4</sup> Ash 90% cotton, 10% polyester. Heather Grey 97% cotton, 3% polyester.  
<sup>5</sup> Ash 90% cotton, 10% polyester.  
<sup>6</sup> Heather Grey 97% cotton, 3% polyester.  
<sup>7</sup> gm/pair.





FRUIT OF THE LOOM®

2021

Update

**Don't miss:**  
Our Iconic  
Kids and Girls



[www.fruitoftheloom.co.uk](http://www.fruitoftheloom.co.uk)