

# Yellow Plane Branding



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## Yellow Plane Branding and The Good Tee Being the Change Means Fair Trade for All

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*For immediate release* - Yellow Plane Branding has landed yet another exclusive partnership in their bid to build a promotional products space that supports minority and women-owned businesses.

The Good Tee is the brainchild of apparel veteran, author and manufacturing consultant Adila Cokar. With more than 15 years of experience in sourcing and sustainable apparel manufacturing, Cokar knew that more could be done to build a fairer marketplace that respects the rights of every person involved in manufacturing. "We stand apart from most ethically labelled brands because we are actively involved in the entire production process and manage the full supply chain – from seed to shelf..." explains Cokar.

An often overlooked segment of the manufacturing process, the plight of cotton farmers in India was the catalyst that drove Cokar to creating The Good Tee in 2020. More than 270,000 farmers have committed suicide since 1995 (The Guardian) due in part to market factors keeping them in unmanageable debt. In response, The Good Tee is committed to a fair trade model that sees workers receive sustainable wages and quarterly percentages returned for every item sold (Fairtrade Canada).

Cokar's goal is to create sustainable, quality basics that end users can feel good about wearing. With their new partnership, Yellow Plane Branding is now offering The Good Tee products for promotional branded products to all clients. For more on fairtrade and sustainable practices, visit [thegoodtee.com/pages/about-us](http://thegoodtee.com/pages/about-us)

For more than 17 years, Sabrina has been working in the promotional products space as a branded merchandising expert. Over the last year, she has channelled her knowledge into helping others create branded products. Her focus as a Multi-Line Rep is to bring diversity to this growing space by supporting Visible Minorities/Women-Owned Businesses.

Join Sabrina in building a creative and inclusive branding experience that soars.

Connect with Yellow Plane:

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