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Granite Knitwear which is entering its third generation as a family owned business was established in 1968 by Frank & Mary Jones. For the first 6 years, the company concentrated on building up its wholesale customer base and expanding its knit products. By 1974 the demand for T-shirts as outerwear was increasing dramatically. To enter this retail market Cal Cru company was created, a label was designed and a sales force was formed. (For your information Cal Cru is short for California Crew which was a take off of the Hi-Crew brand that Stedman(now a part of Hanes) had made popular.)

Since then the company grew steadily and was well known in the imprintables market as a small but innovative supplier to that market. We were the first to introduce women's colors like pink and lilac in basic t-shirts and almost always had some sort of unique style that others emulated.

With the advent of NAFTA and GATT trade agreements, the company has shifted its focus. While we still retain the Cal Cru label and a small in-stock program for American Made T's more of our business centers on custom styles and private labeling for other manufacturers. Currently, a significant percentage of our production is sold to companies who further process our products by garment dyeing them. Having product manufactured domestically is important to them as fabric consistency and quality workmanship is a crucial factor in achieving this rich but weathered look. With imports, fabric consistency is suspect.

Some of the styles we are currently producing and/or stocking ~

Coolmax Extreme Men and Women T-shirts and tanks	100% cotton basic T-'s in youth XS to Adult 6X	Beach cover up's, crop tanks, tank dresses	Line of Ladies French terry tops
Pocket t-'s	Micro-stripe t-shirts in adult and youth	Heavy weight ridge t-shirts.	Henley placket adult t-shirts in 7.2 oz (245 gm) fabrications.
Folding, tagging, polybagging	Adult and youth Shorts	Youth and infant custom garment programs	Screen printing, heat transfers & embroidery

Please feel free to contact us if you would like for us to quote you on any program you have in mind or would like to see our current catalog which can also be found on our website at www.calcru.com.