

OPERATION

CHROMITE

*The return landing. America came to Korea to save the war — now
a Korean-American lands in Arizona to help save the industry.*

THE YUMA SPINNING HUB

Reshoring American Pima — farm to spindle

AMERICA GROWS THE WORLD'S BEST COTTON – THEN SHIPS THE **VALUE** OVERSEAS.

TODAY – THE LEAK

- Arizona Pima cotton, picked & baled
- Exported unspun to Asia
- Spun into yarn overseas
- Reimported as finished yarn

~90% leaves

2,900+ mi

\$1.76

in foreign value-add leaves the U.S. economy on **every pound** of 30/1 Pima ring-spun yarn.

THE RETURN LANDING – SPIN AMERICAN

THE YUMA MODEL – THE CAPTURE

Spin it where it grows. A domestic ring-spinning hub in Yuma keeps the value-add on American soil – farm to spindle to mill, in days, not oceans.

2,900+

MILES ELIMINATED

3×

FASTER REPLENISHMENT

\$120M+

VALUE RETAINED

400+

JOBS PER MILL

Sources: USDA AMS Cotton Market Review · Textile Exchange conversion methodology · FRED PPI yarn index

SAME AUDACITY, REVERSED DIRECTION.

In September 1950, an amphibious landing at Inchon turned a war everyone thought was lost. The tides were called impossible, the seawalls suicidal. It went ahead anyway — and it saved Korea.

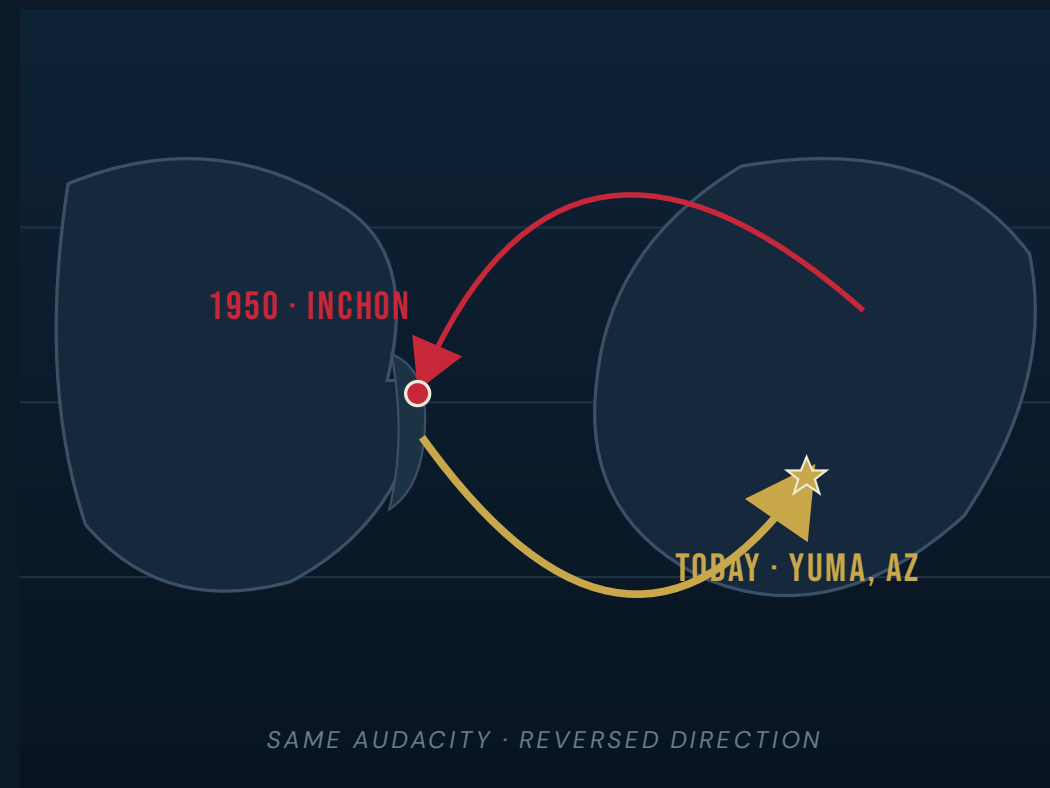
1950**INCHON, KOREA**

America lands to save the war

**TODAY****YUMA, ARIZONA**

A Korean-American lands to save the industry

The debt America paid my homeland, I pay back on American soil. Operation Chromite is the return landing — the beachhead where American spinning comes back.



IT NAMES THE BUILDOUT — IT DOESN'T REPLACE THE BRAND.

MATGA USA

PUBLIC ADVOCACY & POLICY UMBRELLA — MATGAUSA.ORG



OPERATION CHROMITE

★ THE BUILDOUT

Campaign to fund & stand up the Yuma hub.
Becomes "The Chromite Works" once built.

FIRSTSPUN

Fiber identity / certification mark for
domestic ring-spun yarn.

NORTH LOOM

Consumer-facing blank apparel retail brand.

THE METAPHOR HOLDS — BECAUSE ONE BEAT **ISN'T METAPHOR.**

INCHON, 1950

Experts call the conditions impossible

The bold landing is made against that consensus

The enemy's supply line is severed

A losing position flips into a full reversal

OPERATION CHROMITE, TODAY

The consensus says US spinning is dead and can't compete on cost

A domestic Yuma hub is built where others won't invest

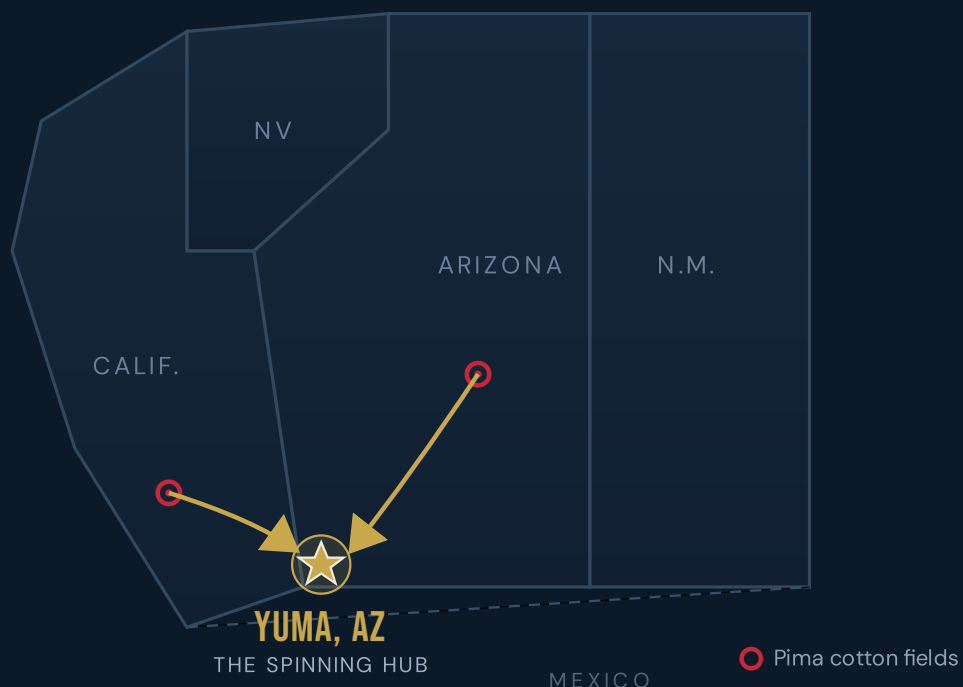
The ~\$1.76/lb in foreign value-add — and 2,900+ miles — stops leaving the country

Pima spun, milled & sewn on US soil; \$120M+ retained, 400+ jobs per mill

THE SUPPLY-LINE CUT IS THE BEAT THAT'S LITERALLY TRUE

Not rhetoric — the benchmark data is the proof

GROWN IN THE SOUTHWEST. SPUN IN YUMA.



The Yuma hub sits at the corner where California, Arizona and Mexico meet — minutes from the Pima fields that feed it. The value-add stays on American soil instead of crossing an ocean and back.

- ★ Pima grown in the Imperial Valley & central Arizona
- ★ Ring-spun at the Yuma hub — days, not oceans
- ★ Milled & sewn domestically, supply line intact
- ★ 2,900+ shipping miles eliminated per cycle

SPIN IT WHERE IT GROWS

Domestic supply loop · farm → spindle → mill

GUARDRAILS FOR THE **NARRATIVE.**

- DO** Tell it as the *principle of the landing* — surprise, decisive logistics, betting against the room.
- DO** Lead with the founder's heritage — it's what makes the name earned rather than appropriated.
- DO** Anchor the "supply-line cut" to real numbers; that's the beat that's true, not just rhetorical.
- DON'T** Stage a war reenactment — no troop iconography, no body count. The trans-Pacific arc traces the founder's journey, not the battle.
- DON'T** Front MacArthur — keep his face and quotes off it. It's "the operation," never "the general."
- DON'T** Push "Chromite" onto a hangtag or product — industrial strength is an asset in the war room, a question mark on a label.

ADOPT **OPERATION CHROMITE** AS THE FLAGSHIP.

Make it the flagship name for the Yuma buildout — the investor/grant campaign and the eventual mill — sitting beneath **MATGA USA**, alongside (not replacing) FIRSTSPUN and NORTH LOOM. It adds war-room urgency and a turning-point spine to the reshoring pitch, carries the founder's story at its core, and spends none of the brand equity already built.

One clearance note: kept as an internal initiative and facility name — not a source identifier on goods — "Chromite" likely needs no trademark registration at all. That removes the one real blocker. Confirm with a quick TESS check only if it ever moves onto a product.