



NATURALLY  
ICONIC  
THE POWER OF COTTON







## INTRODUCTION

# The Fabric of Our Lives

*We all have our favorite pair of jeans and classic cotton tees that have stood the test of time.*

These items endure because they're crafted from a sustainable and quality fiber, one that's woven through our culture in many unique and meaningful ways.

It's this long-standing familiarity that elevates cotton, as represented by the Seal of Cotton trademark, from just another fiber to a symbol of significant moments in our lives.

Our cotton favorites tell stories of first dates, family dinners and personal triumphs, while cotton as a fiber continues to define fashion trends, outperform synthetics and uphold its place as The Fabric of Our Lives.

## HERITAGE

# True to its roots

*Since its creation in 1973, the Seal of Cotton trademark has become a globally recognized symbol associated with fashion, durability, quality and sustainability.*

Cotton Incorporated is proud to share its passion for this authentic and iconic fiber to benefit your selection of cotton for your company's products.

We're excited to offer you the opportunity to leverage the visibility of and positive connections to the Seal of Cotton trademark. By calling attention to cotton, you can tell a story that consumers identify with, in addition to aligning with the perceptions of quality and trust consumers associate with the Seal of Cotton trademark.









91%

OF CONSUMERS SAY COTTON IS  
SAFE FOR THE ENVIRONMENT<sup>3</sup>





## SUSTAINABILITY

# Born from the earth

People expect clothing to be made responsibly, so they feel good about wearing and using products with the Seal of Cotton trademark. They're natural, renewable and can have environmentally-friendly benefits. Cotton apparel, for example, tends to last longer in consumers' closets<sup>1</sup>. When it's composted as disposal, cotton breaks down more readily than synthetic fabrics in the environment. Consumers can even recycle cotton through programs such as the Blue Jeans Go Green™ denim recycling program.

As cotton technologies evolve, they create opportunities to make cotton production, manufacturing and disposal less burdensome on the earth. In just the past few decades, U.S. cotton growers have made significant reductions in water use, land use and soil loss<sup>2</sup>.

77%

—  
OF CONSUMERS SAY CLOTHING MADE  
FROM MAN-MADE FIBERS TAKES THE  
LONGEST TO DECOMPOSE IN A LANDFILL<sup>3</sup>

84%

—  
OF CONSUMERS DESCRIBE COTTON  
CLOTHING AS SUSTAINABLE<sup>3</sup>

1. Li, Lili, Margaret Frey, and Kristie J. Browning. "Biodegradability study on cotton and polyester fabrics." *J Eng Fiber Fabr* 5, no. 4 (2010): 42-53.

2. *Field to Market: The Alliance for Sustainable Agriculture, 2016. Environmental and Socioeconomic Indicators for Measuring Outcomes of On Farm Agricultural Production in the United States (Third Edition)*. ISBN: 978-0-692-81902-9.

3. *Cotton Incorporated Lifestyle Monitor™ Survey*.



## QUALITY

# Stands up to the everyday

Cotton is a durable, long-lasting fiber. It stays strong after years of use, which is why people continually look for the Seal of Cotton trademark when they need something they can count on, from tough work clothes to timeless formalwear.

68%

OF CONSUMERS SAY COTTON CLOTHING IS HIGHER IN QUALITY THAN CLOTHING MADE FROM MAN-MADE FIBERS<sup>1</sup>

82%

OF CONSUMERS SAY A BRAND USING THE SEAL OF COTTON TRADEMARK CARES MORE ABOUT QUALITY THAN THOSE THAT DON'T<sup>2</sup>

1. Cotton Incorporated Lifestyle Monitor™ Survey.

2. Cotton Incorporated 2016 Seal of Cotton Study.





75%

OF CONSUMERS SAY  
BETTER QUALITY CLOTHING  
IS MADE FROM NATURAL  
FIBERS LIKE COTTON<sup>1</sup>





The majority of consumers say they prefer their bedding (68%), sheets (72%), and towels (83%) to be cotton-rich!



66%

OF CONSUMERS SAY COTTON CLOTHING IS THE MOST VERSATILE COMPARED WITH MAN-MADE FIBERS<sup>2</sup>





## VERSATILITY

# Woven through our lives

Cotton remains pervasive because it's woven into a range of products we rely on every day, many of which bear the Seal of Cotton trademark. In addition to apparel, cotton is used to make sheets, towels, drapes, pillows, rugs, hygiene products and more.

When people shop for such products, they express a preference for those made with cotton, because they feel it's a natural, sustainable fiber they know and trust.

See how easy we make it for consumers to [Shop Cotton](#).

52%

OF CONSUMERS SAY COTTON  
CLOTHING IS THE MOST FASHIONABLE  
COMPARED TO MAN-MADE FIBERS<sup>2</sup>

62%

OF WOMEN PREFER THEIR FEMININE  
HYGIENE PRODUCTS TO BE MADE  
FROM COTTON<sup>3</sup>

1. Cotton Incorporated 2017 U.S. Home Textiles Survey.

2. Cotton Incorporated Lifestyle Monitor™ Survey.

3. Cotton Incorporated 2015 U.S. Feminine Hygiene Study.



## INNOVATION

# Elite performance in every style

Innovation is another reason to look for the Seal of Cotton trademark. Cotton's versatility makes it ideal to enhance with technology or unique fabrications. Whether by nature or by design, cotton can outperform even the best synthetics.



Stay cool, dry and comfortable with cotton that transfers moisture and dries faster.



Protection from the elements with the natural comfort and breathability of cotton.



Withstand the toughest challenges with increased durability and superior abrasion resistance for cotton.



Natural, soft, biodegrades when composted, and hypoallergenic, cotton is well suited for those items closest to you and those you love<sup>1</sup>.

1. Li, Lili, Margaret Frey, and Kristie J. Browning. "Biodegradability study on cotton and polyester fabrics." *J Eng Fiber Fabr* 5, no. 4 (2010): 42-53.

2. Cotton Incorporated 2016 Activewear Study.



66%

OF CONSUMERS SAY THEY  
PREFER THEIR ACTIVEWEAR  
TO BE COTTON-RICH<sup>2</sup>







94%

OF CONSUMERS SAY THE SEAL OF COTTON TRADEMARK HELPS THEM IDENTIFY COTTON PRODUCTS<sup>1</sup>



## THE POWER OF THE SEAL

# Start something great with cotton

The Seal of Cotton trademark can be used in a wide range of communications: packaging, window displays, point-of-sale displays, interactive digital experiences, and beyond.

Supported by more than 40 years of advertising by Cotton Incorporated, the Seal of Cotton trademark is an iconic tool which allows consumers to easily identify products made of cotton and enables brands and retailers to create a point of distinction in cluttered spaces. Over the last decade, retail promotions featuring the Seal of Cotton trademark, including initiatives like the Blue Jeans Go Green™ program, have resulted in double-digit sales increases.

### CONSUMERS LOVE COTTON

80% of consumers say cotton is the most comfortable fiber; 80% say cotton is the most authentic fiber; 66% the most versatile; and 66% the most durable<sup>2</sup>

### COTTON DRIVES TRAFFIC

More than 40,000 products available online saw a 4.49% increase in page views when cotton advertising was used<sup>3</sup>

1. Cotton Incorporated 2016 Seal of Cotton Study.

2. Cotton Incorporated Lifestyle Monitor™ Survey.

### COTTON CONVERTS SALES

More than 3 out of 4 consumers browsing a cotton pop-up sale event on an online retail site made a purchase; showing a powerful 76% conversion rate<sup>4</sup>

### COTTON DELIVERS RETURNS

For every dollar Cotton Incorporated spends on advertising, \$8.68 of cotton products are sold<sup>3</sup>

3. Cotton campaign Conversion Report 2016, Bazaarvoice Inc.

4. June 2016 Cotton and Rue La La Pop-up Sale Metric.



## CELEBRATING COTTON IN EVERY FASHION

At Cotton Incorporated, our mission is to promote the use of and desire for all things cotton. We want everyone to care about the clothes, sheets, towels and personal hygiene products made from the fabric we love. We know amazing things about cotton, and our job is to help you see why cotton continues to be The Fabric of Our Lives.

### READY TO TELL YOUR STORY WITH COTTON?

For more information, contact us at 919.678.2510  
or email us at [cottonoutreach@cottoninc.com](mailto:cottonoutreach@cottoninc.com).

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[THEFABRICOFOURLIVES.COM](http://THEFABRICOFOURLIVES.COM)

[COTTONINC.COM](http://COTTONINC.COM)

[COTTONUNIVERSITY.ORG](http://COTTONUNIVERSITY.ORG)

[BLUEJEANSGOGREEN.ORG](http://BLUEJEANSGOGREEN.ORG)

[COTTONTODAY.COM](http://COTTONTODAY.COM)



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