

COTTON INCORPORATED

For over 35 years, the efforts of Cotton Incorporated have elevated consumer demand for cotton, and made cotton a profitable choice for every link in the supply chain of industries as diverse as fashion, home décor, construction, medical and health and beauty. The recent explosion in the personal wipes nonwovens category has spurred interest in cotton as a component fiber. Here, as in other product categories, Cotton Incorporated can provide valuable technical guidance and marketing support.

It is a fact that consumers love cotton. They perceive it as soft, natural and comfortable. They seek out products with cotton when shopping for apparel, sheets, towels and personal care items such as cotton balls, swabs and wipes. The inclusion of cotton in even more personal care products is a natural evolution of product design and one that statistics show would resonate with consumers.

When consumers were given the choice between cotton and three other fibers for their personal care products, they chose cotton. From diapers (75%) and baby wipes (71%) to feminine napkins (80%) and tampons (82%), consumers called for cotton. For brands wanting to differentiate their product from the competition, cotton is the key.

While consumers equate cotton with softness, cotton fiber is also strong, offering a superior wet strength to alternatives. Its hollow structure lends it excellent absorption and release capabilities, making it a viable delivery system for surfactants, moisturizers, self-tanners, or any efficacious formulation found in personal wipes.

Cotton Incorporated has extensive technical expertise in fiber processing and textile finishing. In addition, the company has conducted nonwoven-specific development trials at manufacturing and pilot facilities to better understand viable structures for existing commercial systems. Whether the system is continuous bleaching, high-speed carding, airlaid, spunbond, meltblown, needlepunch, spunlace, chemical, or thermal bond, Cotton Incorporated understands the issues facing nonwovens manufacturing, today.

Cotton Incorporated also understands promotion and can help nonwovens businesses from a marketing point of view. The familiar Seal of Cotton trademark is recognized by 80% of consumers. For the nonwovens sector, the company has leveraged the visibility of this symbol, translating it into two trademarks specific to nonwovens. The Cotton ABSORBLEND™ trademark is for products containing at least 60% cotton fiber, and the recently introduced Cotton ENHANCED™ trademark is for products containing at least 15% cotton fiber. On packaging and advertising, these graphics enhance the value of consumer products, leveraging the recognition of the parent Seal of Cotton and assuring the consumer that the product contains real cotton.

Cotton Incorporated is funded by U.S. growers of upland cotton and importers of cotton and cotton textile products. As the research and marketing company representing upland cotton, the company is dedicated to improving the demand for and profitability of cotton. As a result, its technical and marketing services are provided free of charge to manufacturers and retailers.



For more information on how Cotton Incorporated can help your business, contact:

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