FAQ

How does the Seal help manufacturers and retailers?
The Seal of Cotton is a powerful consumer influencer, as well as a highly effective sales builder.

How does the Seal help consumers?
It makes shopping easier by helping consumers identify products containing cotton, nature’s most versatile fiber.

Are there geographical restrictions on the use of the Seal?
No. The Seal is available worldwide!

How can I take advantage of the Seal?
Incorporate the Seal in your graphic design. Use on materials to promote your products like packages, signs, etc. It is a symbol of quality.

How Do I Get Started?
Contact Cotton Incorporated at one of the emails below to request a licensing package.

Jan O’Regan
Director, Strategic Initiatives
joregan@cottoninc.com

Kelley O’Byrne
Program Assistant, Strategic Initiatives
kobyrne@cottoninc.com

Or contact your Cotton Incorporated Representative.

There are no fees or royalties involved.
We just require the use of cotton!
What is the Seal of Cotton?

Introduced in 1973, the Seal of Cotton trademark was created to provide a visual reference for consumers to identify products made of cotton.

For quality products containing 100% cotton.

The Seal of Cotton program has grown to include a family of trademarks.

For quality products containing 100% cotton, ideal for those who are passionate about natural, sustainable products.

For quality products with at least 15% cotton for consumer, institutional, and industrial applications.

Today 95% of consumers are familiar with the trademark.

90% of consumers associate the Seal of Cotton trademark with SOFT, COMFORTABLE, NATURAL, QUALITY, cotton products.

(Source: Cotton Incorporated’s Cotton Seal Awareness and Brand Equity Study (2012))