Consumers already know cotton for its quality and durability. That’s nothing new.
Now, the long lasting comfort of cotton is even better. Cotton can withstand even the toughest challenges — falls on the playground, climbing the trail and dominating that sales pitch. TOUGH COTTON™ technology brings you increased durability and superior abrasion and wrinkle resistance throughout the life of the garment. So go ahead, GET TOUGH. We aren’t afraid of a little wear and tear.
Almost half of women say quality (49%) and durability (48%) are very important to clothing purchases, and 52% of men agree these two factors are very important.

Durability and quality are even more important in the purchase of children's clothing. Over 80% of parents feel these two factors play an important decision when buying clothes for their children.

“Quality” can have different meanings to consumers. 58% believe that “good quality” means durable or long lasting, 23% believe it means good or strong fibers and materials, and 12% believe it means the garment was made well.
Through everyday use and home laundering, fabrics can become abraded causing cotton fibers to rise to the surface, weakening the fabric and making it seem faded. With TOUGH COTTON™ technology, you don’t need to worry about poor performance. Fabrics treated with TOUGH COTTON™ technology offer enhanced durability — a combination of abrasion resistance, strength and colorfastness. Designed for knits and wovens, TOUGH COTTON™ fabrics are made to last.
HOW IT WORKS

TOUGH COTTON™ technology offers flexibility with a resin and non-resin application. TOUGH COTTON™ technology without resin uses a proprietary blend of softeners and crosslinking agents to achieve superior abrasion resistance, durability and strength while improving fabric hand and sewability.

To achieve superior durable press properties, TOUGH COTTON™ technology uses a unique combination of resins and catalysts to form flexible bonds on the cotton to improve the fabric strength and prevent breakage.

Both applications can be applied in fabric or garment form and can be combined with other performance finishes, such as STORM COTTON™ water repellency, to achieve the ultimate performance cotton garment.
TOUGH COTTON™ technology protects woven fabrics throughout the life of the garment with very little degradation to the fabric.
# STOLL FLEX ABRASION FOR WOVENS

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ASTM D3885 - # OF CYCLES TO BREAK, TWILL FABRIC
Leave the worry at home. TOUGH COTTON™ technology makes knits stronger and last longer for whatever kids put them through.

**UNTREATED COTTON**

- 0 WASHES
  - 700 CYCLES
  - 450 CYCLES

**TOUGH COTTON™**

- 0 WASHES
  - 2200 CYCLES
  - 1700 CYCLES

ASTM D4966 - MARTINDALE TRIZACT ABRASION TEST
# OF CYCLES TO BREAK - SINGLE JERSEY FABRIC
MARTINDALE ABRASION FOR KNITS

ASTM D4966 - NUMBER OF CYCLES TO BREAK - SINGLE JERSEY FABRIC
TOUGH COTTON™ technology goes beyond durability and abrasion resistance to offer wrinkle resistance for top and bottom weight wovens. Unlike traditional durable press technologies that may become brittle and weaken fabrics, TOUGH COTTON™ technology remains flexible to maximize comfort without any loss of strength. The durable press technology truly extends the life of the garment and keeps you looking sharp and wrinkle free.
26% improvement in tear strength from standard DP finishes.
For more information on how to improve durability in your cotton products, please contact your Cotton Incorporated representative.