

**PRODUCT  
DECISIONS**

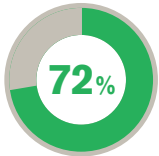
**THE  
COTTON  
ADVANTAGE**



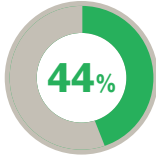


## CONSUMER PREFERRED

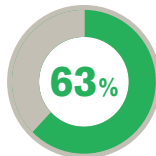
As retail prices increase, consumers have higher expectations, wanting to get the most for their money. Quality is a characteristic that 85% of consumers associate with cotton. Many consumers have noticed their favorite cotton items are not actually cotton anymore and are bothered by these changes. Consumers are willing to pay more to keep cotton in their clothing.



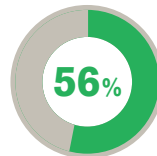
Prices Have Increased



Quality Has Declined



Bothered By Substitution Away From Cotton



Willing To Pay More To Keep Cotton in Clothing

## CONTROLLED COMPARISON

100% Cotton

40/1 Combed Ring Spun  
Single Jersey  
Cold Pad Batch

50% Cotton/50% Rayon

40/1 Combed Ring Spun  
Single Jersey  
Cold Pad Batch

100% Rayon

40/1 Ring Spun  
Single Jersey  
Cold Pad Batch

100% Cotton  
Enzyme Treated

40/1 Combed Ring Spun  
Single Jersey  
Cold Pad Batch

50% Cotton/50% Rayon  
Enzyme Treated

40/1 Combed Ring Spun  
Single Jersey  
Cold Pad Batch

100% Cotton

100% Cotton  
Enzyme Treated

50% Cotton/50% Rayon

50% Cotton/50% Rayon  
Enzyme Treated

100% Rayon

### % SHRINKAGE

- 7.7% length
- 7.0% width

- 9.4%
- 7.7%

- 13.9%
- 9.9%

- 12.5%
- 11.2%

- 12.3%
- 8.0%

% Shrinkage = AATCC 135

### BURST STRENGTH

85.5  
PSI

78.3  
PSI

69.1  
PSI

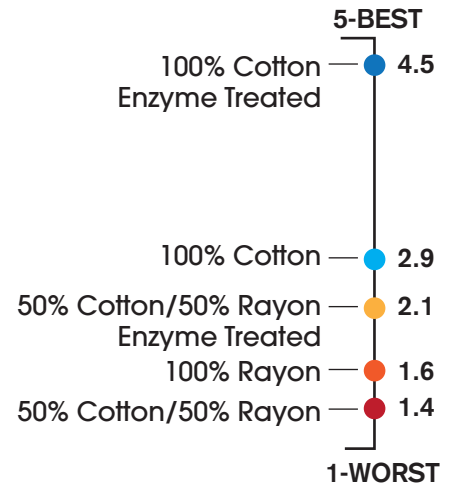
68.8  
PSI

54.2  
PSI

Burst = ASTM D3786

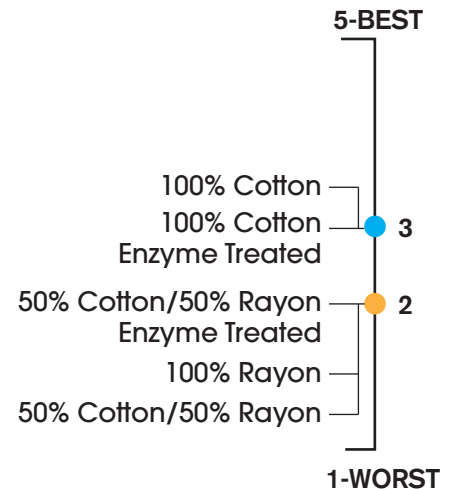
## RANDOM TUMBLE PILL TEST

ASTM D3512

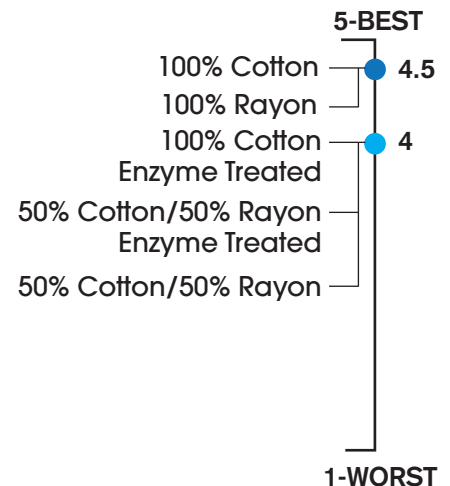


## MARTINDALE PILL TEST

ASTM D4966



## CHANGE OF COLOR



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