



INCREASED PROTECTION

UNMATCHED PERFORMANCE
FOR COTTON HOME TEXTILES





WHAT IS **repel™** TECHNOLOGY?

repel™ is a durable water- and stain-repellent finish developed by Cotton Incorporated to provide an unmatched level of protection for cotton home textile products. The application forms an invisible shield on fabrics that resists common household stains and spills and keeps fabrics cleaner longer. **repel** is not a coating, so fabric breathability is maintained as well as the natural comfort and softness of cotton. Fabrics treated with **repel** absorb very little moisture so they dry faster in the laundry, resulting in reduced energy consumption in the home.

Number of Washes	0	10	20	30
repel™	100	90	80	70
NORMAL DWR FINISH	90	70	50	0

AATCC 22 Spray Test for Repellency 70 Spray Rating Minimum for **repel™**

DURABLE WATER-REPELLENT PERFORMANCE

Fabrics treated with **repel** technology maintain durable water-repellency over the life of the product and stay cleaner longer by resisting common household oil- and water-based stains and spills. Everyday accidents are suspended on the fabric surface and can be easily blotted away with an absorbent cloth, leaving no trace of a spill.

MAINTAINS FABRIC BREATHABILITY

Traditional water- and stain-repellency for cotton fabrics is achieved through fabric coatings that make fabrics stiff and eliminate natural fabric breathability. The **repel** technology maintains fabric breathability by allowing moisture vapor and air to pass through the fabric, while still maintaining the natural softness and comfort of cotton.

FAST DRYING



The **repel** technology greatly reduces the amount of water absorbed by treated fabrics, thereby reducing the amount of time and energy required to dry them after laundering.

DRIES 40%

FASTER THAN UNTREATED COTTON

GLOBAL AVAILABILITY

Cotton Incorporated can assist with implementation of the **repel** technology through mills with the capability to topically apply finishes to woven or knit fabrics. It is also possible to work with global companies licensed to run the **STORM COTTON™** technology if they can also process home textile fabrics. For more information, please contact a Cotton Incorporated representative who can assist with adoption of the technology and licensing of appropriate trademarks.



Cotton Incorporated
Cary, New York, Hong Kong, Shanghai, Osaka, Mexico City
www.cottoninc.com