
COTTON SOLUTIONS
INSPIRED BY NATURE. TECHNOLOGIES BY DESIGN.
cotton

Cotton is a versatile fiber. Whether it's created by nature or designed in the lab, the latest innovations continue to make cotton the most preferred fiber among consumers.

BY NATURE

NATURAL

Harvested from a plant and grown from the earth, cotton is a natural choice. Continuous research of technologies enhances cotton's properties and minimizes the environmental footprint.

BREATHABLE

The naturally porous and hollow structure of the cotton fiber allows for easy transfer of air and moisture and can be enhanced through textile chemistry.

ABSORBENT

Cotton is hydrophilic, meaning that it absorbs and retains water more readily than a synthetic fiber. Capillaries between and within cotton fibers allow for superior absorption speeds.

SOFT

Whether cotton is used in sheets, towels or apparel, its inherent softness against the skin resonates with consumers around the world.

HYPOALLERGENIC

Due to cotton's hypoallergenic and non-irritating properties, cotton is the ideal fiber for medical materials, baby care, clothing, and feminine hygiene products.[1]

CIRCULAR

Cotton can be reused, recycled[2], and returned[3] to the earth. Whatever product you choose to make, there's a circular path ahead when you make it with cotton.

RECYCLABLE

Cotton can be converted back into fiber for reuse to reduce textile waste. Cotton can be recycled from pre-consumer or post-consumer materials to find new life in different products.

BIODEGRADABLE

Unlike polyester, cotton biodegrades relatively quickly in water[4] and soil[5], breaking down and returning to the earth. Natural fibers like cotton can play a role in reducing landfill space and helping to better the planet.

BY DESIGN

FLEXIBILE

By incorporating NATURAL STRETCH technology through fabric engineering, woven garments can have lasting and comfortable stretch without the use of synthetics or blends.

WATER REPELLENT

Cotton can be water repellent by applying STORM COTTON™ technology to any cotton fabric or garment. The breathability and softness is maintained through the life of the garment.

MOISTURE MANAGING

Cotton fabrics naturally wick well, but advances in moisture wicking finishes such as TransDRY™ and WICKING WINDOWS™ technologies now enable cotton garments to transfer moisture and dry more quickly.

UV PROTECTIVE

Cotton fabrics with UV blocking technologies are an effective way to reduce exposure to harmful UVA and UVB rays. Some blockers can be included during the dyeing stage to save time, energy and water.

ANTIMICROBIAL

Unlike synthetics, cotton does not retain odors. Antimicrobial finishes can help to prevent unpleasant odors, mold and mildew on cotton activewear, socks, uniforms and more.[6]

WRINKLE-RESISTANT

With sustainable finishes such as PUREPRESS™ technology, cotton clothing can be kept wrinkle-free while reducing strength loss and protecting against abrasion. PUREPRESS™ technology doesn't use formaldehyde, unlike many standard durable press finishes.

DURABLE

Cotton can withstand the toughest challenges with TOUGH COTTON™ technology, a finish that can be applied at the yarn, fabric or garment stage to enhance durability, abrasion resistance, strength and colorfastness.

DIGITAL

Cotton fabrics can be transformed into digital files through 3D design software. Digital fabrics reflect visual and physical characteristics of cotton fabrics and can reduce physical sampling, thereby decreasing waste and production time.

[1] Cotton Incorporated 2019 clinical trials on Determination of the Irritating and Sensitizing Propensities of Mechanically Cleaned and Purified Cotton on Human Skin.
[2] Cotton products are recyclable through Blue Jeans Go Green™ and in a few communities that have appropriate recycling facilities.
[3] In composting tests, cotton fabric samples underwent a weight loss of approximately 50-77% after 90 days in a composting facility.Li, Lili; Frey, Margaret; Browning, Kristie (2010). Biodegradability study on cotton and polyester fabrics. Journal of Engineered Fiber and Fabrics, 5(4), 42-53.
[4] Marielis C. Zambrano et al. (2019). Microfibers Generated from the Laundering of Cotton, Rayon and Polyester Based Fabrics and Their Aquatic Biodegradation. Marine Pollution Bulletin 142: pp. 394-407, https://doi.org/10.1016/j.marpolbul.2019.02.062.
[5] Li, Lili, M. F., & Browning, K. J. (2010). Biodegradability Study on Cotton and Polyester Fabrics, 5(4). Retrieved from https://journals.sagepub.com/doi/abs/10.1177/155892501000500406.
[6] McQueen, Dr. Rachel et al. The Retention and Build-up of Body Odor in Cotton Fabrics: A Field Trial. U of Alberta, 2012.

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