



™

REStech COTTON



THE FUTURE OF COTTON SHEETING TECHNOLOGY.

Engineered with comfort, durability, and sustainability in mind, Cotton Incorporated's RESTech COTTON™ technology sets a new standard in bedding innovation. Outperforming synthetic fibers with its cool comfort and lasting durability, RESTech COTTON™ technology is the natural choice for retailers looking to elevate their consumer's sleep experience.

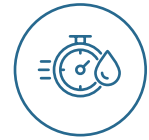
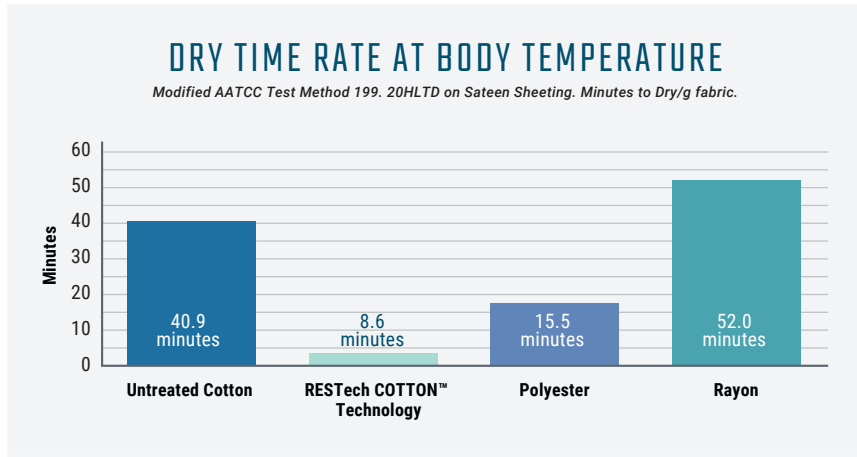
WHAT CONSUMERS ARE SAYING:

According to Cotton Incorporated's Home Textile Survey¹, the primary purchase drivers for sheets include quality, comfort, durability, and softness. Additionally:

- 63% of consumers say it is very important to know the fiber content of sheets and bedding due to its impact on quality (55%), comfort (51%), softness (50%), and temperature regulation (45%).
- 7 out of 10 consumers say they are likely to express a preference for home textiles labeled as 100% cotton.
- 87% of consumers say high-quality sheets contribute to better sleep.

WHAT IS RESTech COTTON™ TECHNOLOGY?

RESTech COTTON™ technology is a durable performance finish designed to enable 100% cotton sheeting to dry at a faster rate than other sheets on the market², while also providing exceptional smoothness. In addition to the quicker dry time, the finish provides greater abrasion resistance and is softer than untreated cotton. It's a natural solution, taking the sleep experience to new heights and appealing to a wide range of consumers, home brands, and retailers. The RESTech COTTON™ technology restricts the cotton fabric from absorbing moisture when perspiring during sleep, drying at least 50% faster than rayon upon skin contact.²



QUICK DRYING



DURABLE



COMFORTABLE



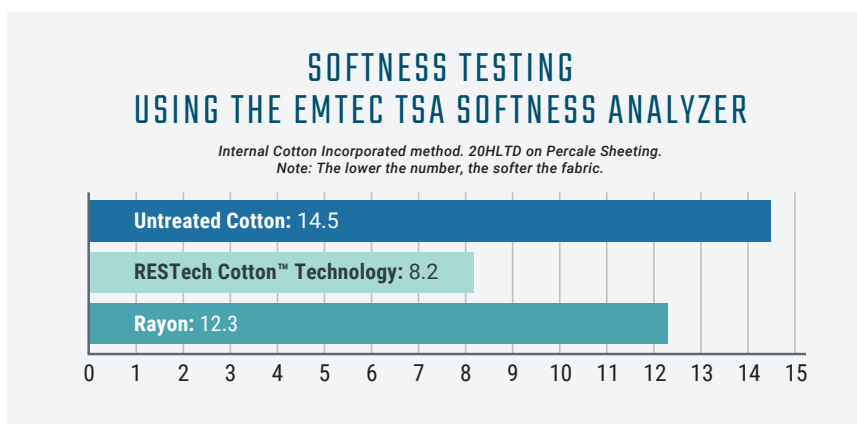
SUSTAINABLE

NATURALLY COOLING.

Research shows that cotton keeps you cooler while sleeping due to its naturally thermo-regulating properties.³ In an era where sleep quality is often compromised, RESTech COTTON™ technology stands out as the preferred choice for hot sleepers seeking a cooler, drier, more comfortable night's rest.

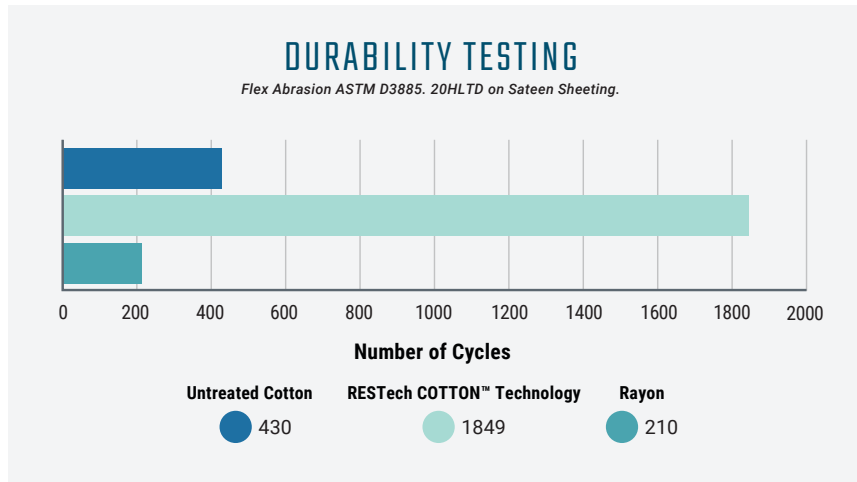
COMFORT CONSUMERS CAN COUNT ON.

Cotton is often the natural choice for bedding because of its soft, breathable qualities. Proven to be up to 40% softer than untreated cotton sheets,⁴ RESTech COTTON™ technology was engineered for breathable comfort. Through extensive research and testing, Cotton Incorporated has created a technology that enhances the natural softness of cotton while still maintaining its breathable, thermo-regulating properties.



BEDDING THAT STANDS THE TEST OF TIME.

RESTech COTTON™ technology was engineered to withstand frequent home launderings without sacrificing softness and comfort. In flex abrasion testing on sateen sheeting, RESTech™ Cotton technology performed approximately 7X better than rayon and 3X better than the untreated cotton control⁵.



- DRIES FASTER AGAINST THE SKIN THAN SYNTHETIC ALTERNATIVES
- MAINTAINS THE NATURAL COMFORT AND BREATHABILITY OF COTTON
- BUILDS ON THE NATURAL THERMO-REGULATING PROPERTIES OF COTTON
- PERFECT FOR HOT SLEEPERS

ENGINEERED WITH YOU IN MIND.

Cotton is recommended by dermatologists worldwide for its naturally hypoallergenic properties. Millions of people suffer from sensitive skin, and their bedding should be as gentle and comfortable as possible. A clinical trial conducted in an independent laboratory found that in a patch test on 200 individuals, cotton samples did not cause any irritation⁶. Natural properties inherent to cotton mean that you can feel safe in the knowledge that you and your loved ones, even those with sensitive skin, won't have to worry about discomfort or adverse reactions.

To feature the RESTech COTTON™ technology and logo on your products, contact your Cotton Incorporated account representative. Learn more at cottonworks.com.



Cotton
Incorporated

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Sources: 1. Cotton Incorporated's 2023 Home Textile Survey; 2. Water Retention (WR) Dry Time testing: Modified AATCC Test Method 199. 20HLTD on Sateen and Percale Sheeting; 3. Comfort Testing Research, April 2014. AAT Research; 4. Internal Cotton Incorporated method using the Emtec TSA Softness Analyzer. 20HLTD on Sateen and Percale Sheeting; 5. Flex Abrasion testing for wovens: ASTM D3885. 20HLTD on Sateen Sheeting; 6. Cotton Incorporated's 2019 clinical trials on Determination of the Irritating and Sensitizing Propensities of Mechanically Cleaned and Purified Cotton on Human Skin