

A full-body photograph of a man with a beard and short hair, smiling warmly. He is wearing a white, long-sleeved button-down shirt that is slightly unbuttoned at the top. The background is a plain, light grey color.

NATURAL STRETCH



# THE STRETCH YOU LOVE IN THE COMFORT OF COTTON

## WHAT IS NATURAL STRETCH TECHNOLOGY?

NATURAL STRETCH is a mechanical stretch technology designed for 100% cotton woven fabrics. It provides an ultra-comfortable stretch combined with the natural softness of cotton without the use of any spandex. Fabrics with NATURAL STRETCH technology move with your body for full range of movement while providing superior breathability and comfort.

NATURAL STRETCH  
REQUIRES LESS CARE  
THAN SPANDEX.

DO NOT ADD  
CHLORINE



DO NOT  
IRON



DO NOT  
ADD HEAT



SPANDEX

NATURAL  
STRETCH

EASY CARE

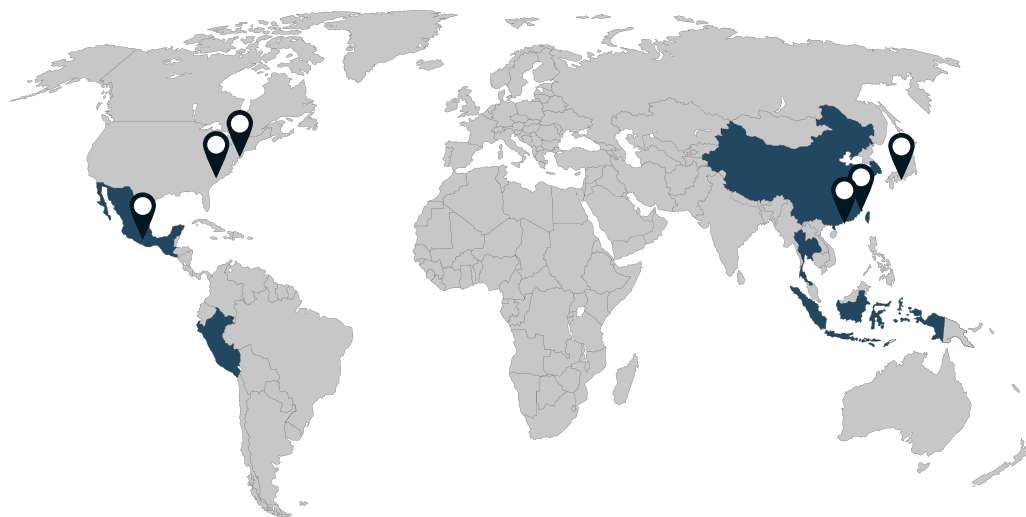
## EASY CARE PERFORMANCE

The NATURAL STRETCH technology offers superior easy-care performance for consumers' busy lifestyles. Unlike traditional stretch fabrics, those with NATURAL STRETCH technology will not lose their elasticity, even after tumble-drying or ironing. NATURAL STRETCH fabrics remain white even when exposed to chlorine in wash water, keeping the garments looking as good as new. And because cotton is a natural fiber, there are no issues with static cling.

## TECHNICAL ADVANTAGE

- WOVEN SHIRTING
- DENIM
- WOVEN BOTTOMWEIGHTS

Several steps are eliminated during the engineering of NATURAL STRETCH fabrics, such as core spinning and heat-setting. The process of heat-setting can cause the fabric to lose elasticity if not processed at the right time or temperature, and can cause the spandex to yellow. Only 100% cotton NATURAL STRETCH technology allows the development of durable, comfortable stretch without the use of elastomeric yarns.



## GLOBAL AVAILABILITY

For more information on the NATURAL STRETCH technology contact a Cotton Incorporated representative or any licensed supplier. [www.cottonworks.com](http://www.cottonworks.com)

