

PUREPRESS™





FEEL GOOD ABOUT CLOTHES THAT LOOK GOOD.

You shouldn't have to worry about your wrinkled clothes in addition to worrying about that important presentation. PUREPRESS™ cotton technology is a durable press (DP) finish that helps keep your clothes wrinkle-free and lets you be worry-free, all while adding strength and abrasion resistance. Whether you're traveling for a business meeting, sitting in a traffic jam on the way to the office, or crushing those back-to-back meetings, you can feel good about choosing a clean finish that keeps your favorite cotton clothing looking good.

WHAT CONSUMERS ARE SAYING: ^{1,2}

- 77%** AGREE THAT BETTER QUALITY GARMENTS ARE MADE FROM ALL NATURAL FIBERS SUCH AS COTTON
- 67%** SAY PERFORMANCE FEATURES ARE IMPORTANT IN THEIR CLOTHING PURCHASING DECISIONS
- 56%** ARE VERY OR SOMEWHAT LIKELY TO PAY MORE FOR CLOTHING WITH WRINKLE-RESISTANCE PROPERTIES

A BETTER WRINKLE-FREE SOLUTION.

Fabrics are treated with crosslinking resins to improve wrinkle resistance. Crosslinking helps fabrics look smooth, keep their shape, and reduce shrinkage and pilling. Often, crosslinking resins used in wrinkle-free finishes contain residual formaldehyde, an ingredient that is being restricted by many retailers and manufacturers in the textile industry. Applied through a standard pad, dry and cure fabric application process, PUREPRESS™ cotton technology offers resistance to wrinkles and abrasion—all without formaldehyde. Developed by Cotton Incorporated, PUREPRESS™ technology is a unique combination of easy care performance for knit and woven cotton fabrics that lasts and:

- Does away with risks from formaldehyde without sacrificing performance
- Improves tensile strength, tear strength, and abrasion resistance for wovens compared to a standard DP finish
- Reduces shrinkage and improves burst strength in knit fabrics when compared to standard DP finish
- Minimizes yellowing, shade change, and odor
- Helps result in comparable smoothness ratings compared to conventional resins

FORMALDEHYDE-FREE.

Formaldehyde is known for its preservative and anti-bacterial properties. In low levels, formaldehyde is not considered to be a health problem for the general population.³ High-level occupational exposure studies resulted in U.S. and international health agencies classification of formaldehyde as a known carcinogen.³

There is no U.S. regulation that limits formaldehyde in clothing. Some countries restrict formaldehyde based on type of item and age of the user. In those countries, the allowed level of formaldehyde in children's and adult's clothing worn against the skin is 75 parts per million (PPM) or less in one of the standard test methods. To be considered "formaldehyde-free", the testing must show 16 or less ppm which is the typical amount found around you in your home, office, or environment.^{4,5}

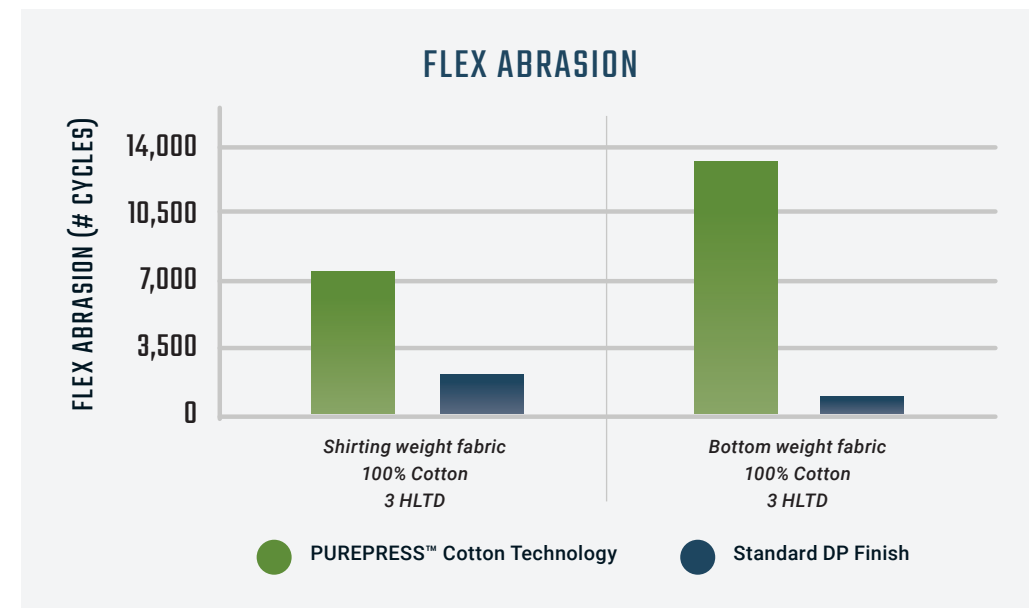
With improved performance and safer chemistry, PUREPRESS™ cotton technology is a finish you can feel good about.

FORMALDEHYDE RELEASE				
ISO 14184-1 (ppm)	COTTON POPLIN	COTTON 3/1 TWILL	COTTON INTERLOCK	COTTON JERSEY
PUREPRESS™ TECHNOLOGY	Not Detected	Not Detected	Not Detected	Not Detected
STANDARD DP	79	48	65	70



EASY CARE PERFORMANCE.

The PUREPRESS™ technology presents a dual advantage, coupling a formaldehyde-free composition with outstanding durability and appearance, unlike standard durable press technologies on the market. The innovative PUREPRESS™ crosslinking resins effectively preserve the strength of fibers, fortifying them against abrasion and ensuring long-lasting performance for knit and woven fabrications.



COMPARED TO STANDARD DP FINISHES ON COTTON WOVEN FABRICS:

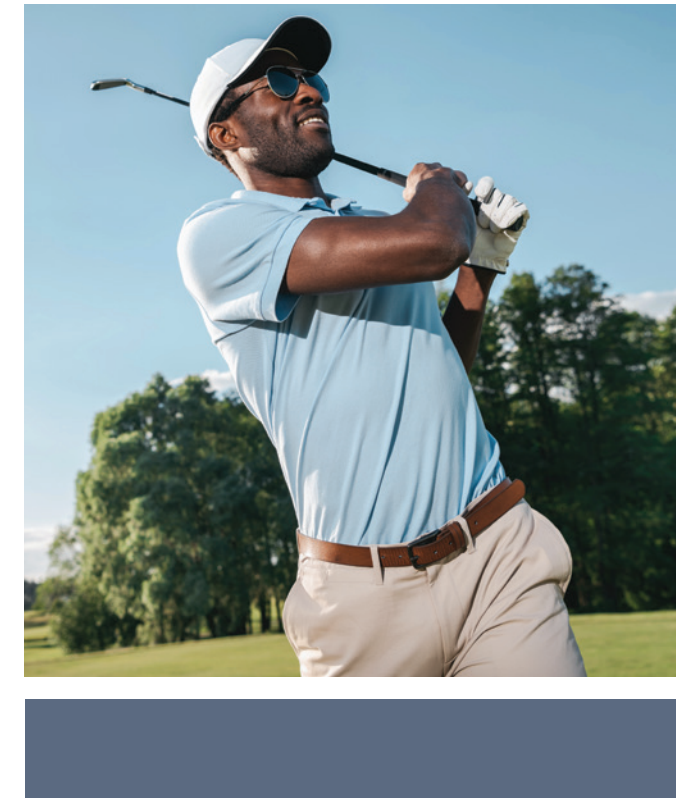
- UP TO 14X BETTER ABRASION RESISTANCE
- UP TO 27% IMPROVEMENT IN TENSILE STRENGTH
- UP TO 27% IMPROVEMENT IN TEAR STRENGTH

DURABLE PRESS WOVENS.

For woven fabrics, you can expect less abrasion and signs of wear on areas like collars and seams, with fewer wrinkles. PUREPRESS™ technology offers improved the tear strength, tensile strength and abrasion resistance when compared to a conventional durable press finish, on both shirting weight and bottom weight fabrics.

DURABLE PRESS KNITS.

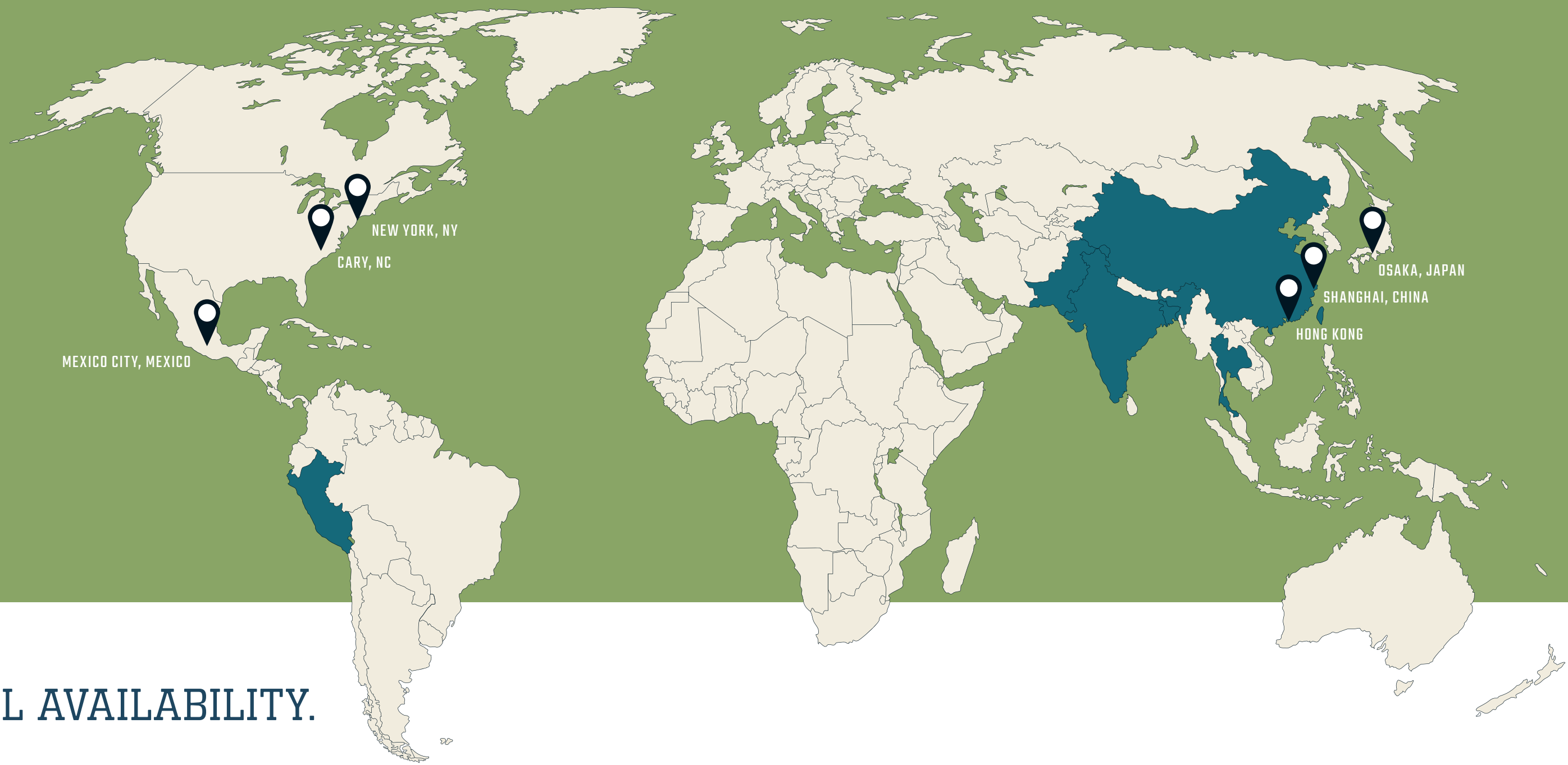
For knit fabrics, some people dream of post-dryer smoothness, less shrinkage and curl-free collars. PUREPRESS™ technology offers notable improvement in smoothness ratings as well as more resistance to distortion and skewing when compared to standard durable press finishes, elevating the overall fabric performance.



	100% COTTON INTERLOCK		100% COTTON JERSEY	
	Length 3 HLTD	Width 3 HLTD	Length 3 HLTD	Width 3 HLTD
PUREPRESS™ TECHNOLOGY	5.40	1.30	4.30	0.90
STANDARD DP*	6.40	0.70	5.00	1.50
UNTREATED	10.20	-2.00	7.60	0.40

COMPARED TO STANDARD DP FINISHES ON COTTON KNIT FABRICS:

- UP TO 36% BETTER SMOOTHNESS RATINGS
- UP TO 22% REDUCTION IN SHRINKAGE
- UP TO 27% IMPROVEMENT IN STRENGTH BURST



GLOBAL AVAILABILITY.

WE CAN ENGINEER A SOLUTION FOR YOU.

PUREPRESS™, a patented technology owned by Cotton Incorporated, stands at the forefront of sustainable and high-quality fabric technologies, setting a new standard for eco-conscious and reliable textile solutions. We work with suppliers around the world to implement the technology within existing supply chains and we make it easy for brands and retailers to use the technology on cotton products.

Marketing resources available for use and inspiration for hang tags and other point-of-sale collateral, knit and woven fabric developments, and licensed technology logo on products that meet fabric performance criteria.



PUREPRESS™ Technology Suppliers Available In:

- Bangladesh
- China
- Hong Kong
- India
- Pakistan
- Peru
- Taiwan
- Thailand



Cotton Incorporated Global Offices:

- New York, NY, USA
- Cary, NC, USA
- Mexico City, Mexico
- Osaka, Japan
- Shanghai, China
- Hong Kong



To feature the PUREPRESS™ technology and logo on your products, contact your Cotton Incorporated account representative.

Learn more at cottonworks.com.

Cary

New York

Hong Kong

Shanghai

Osaka

Mexico City



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Source: ¹ Cotton Incorporated's Lifestyle Monitor™ Survey; ² CCI & Cotton Incorporated 2016 Activewear Study; ³ Center for Disease Control and Prevention Website "What You Should Know About Formaldehyde."; ⁴ American Apparel & Footwear Association Website "AAFA Restricted Substance List"; ⁵ U.S. Consumer Product Safety Commission Website "An Update on Formaldehyde" Technical Report. U.S. Patent No. 10,597,817.