

WICKING
WINDOWS™





Print pattern example

STICK TO YOUR WORKOUTS, NOT YOUR CLOTHES.

A moisture management finish that works as hard as you do – without showing it. WICKING WINDOWS™ technology brings you new possibilities in moisture management with performance that beats the strongest competition in the market. Go from a tough workout to the store, or even coffee with friends, while staying dry, comfortable and looking fresh. What other technology or fiber can say that? So don't sweat it – managing moisture and looking good has never been so easy.

WHAT IS WICKING WINDOWS™ TECHNOLOGY?

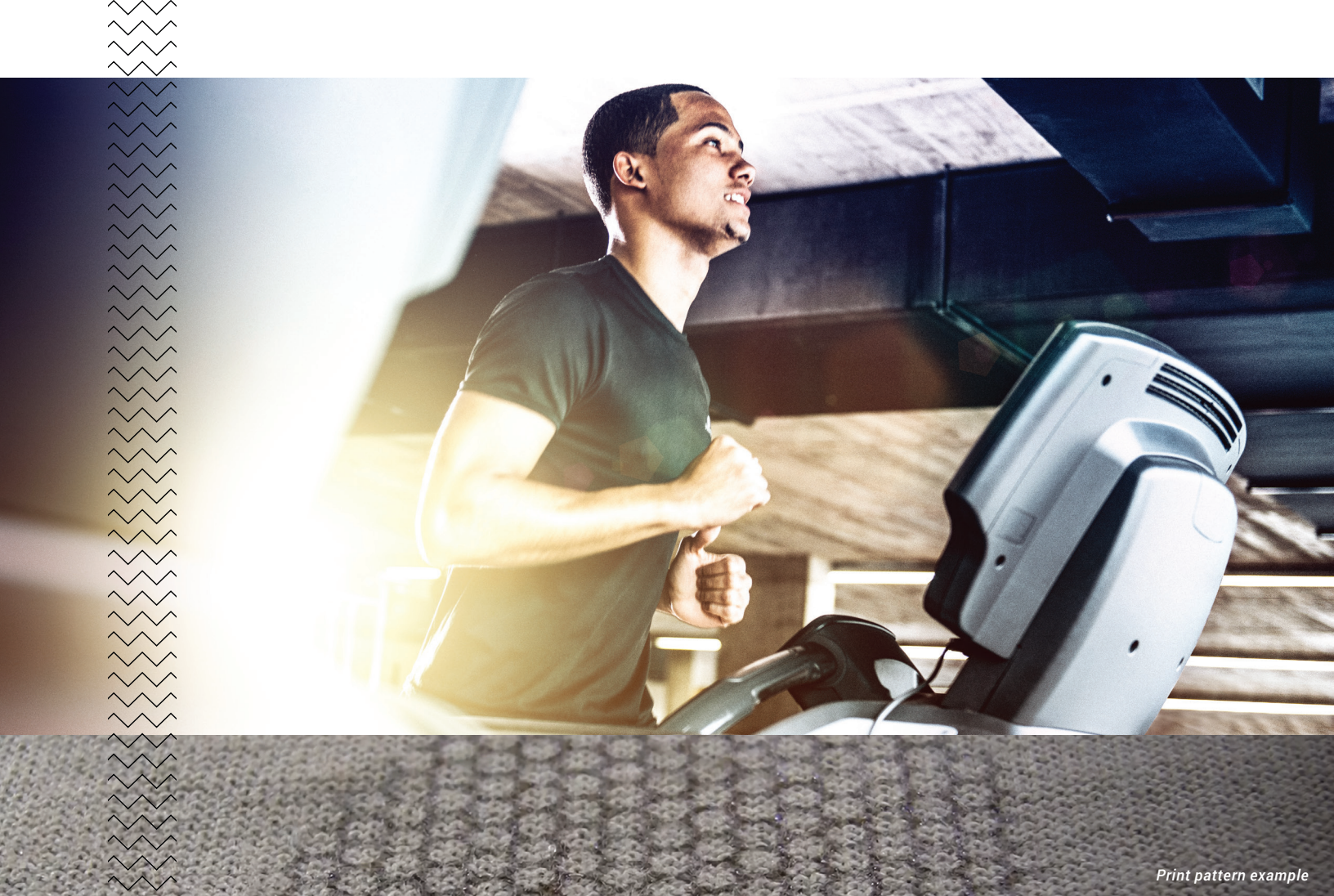
The WICKING WINDOWS™ technology is a unique moisture management application for cotton that helps eliminate the feeling of wet, saturated fabric against the body. This performance technology, developed by Cotton Incorporated, forces the transfer of moisture away from the skin to the outside of the fabric where it can evaporate — keeping you cooler, drier and more comfortable during exercise, errands or wherever the day takes you. The WICKING WINDOWS™ technology is applied through the print application of chemistry to create repellent areas, producing "windows" or an all-over print. The print pattern is colorless and can only be seen once moisture comes into contact with the fabric.

>>>>>>>> MOISTURE MANAGEMENT PERFORMANCE THAT TAKES
>>>>>>>> COTTON TO A WHOLE NEW LEVEL
>>>>>>>>

- Reduced fabric cling
- Moves moisture away from the body
- Keeps wearer cooler and drier
- Washes clean of odors
- Keeps sweat marks hidden
- Applicable on knits and wovens

ENDLESS POSSIBILITIES

WICKING WINDOWS™ technology offers three variations for a wide range of performance. The technology allows moisture to move to the outside of the garment through a single print process on the inside of the fabric. By using a double print process, the WICKING WINDOWS™ technology offers sweat-hiding properties coupled with moisture management. Finally, a phase change material (PCM) can be incorporated into the WICKING WINDOWS™ print paste to provide temperature regulation and additional cooling properties. The best thing is, all of these variations last the life of the garment. The possibilities and benefits are endless with this versatile, moisture management solution.



Print pattern example

WORK HARD. NO SWEAT.

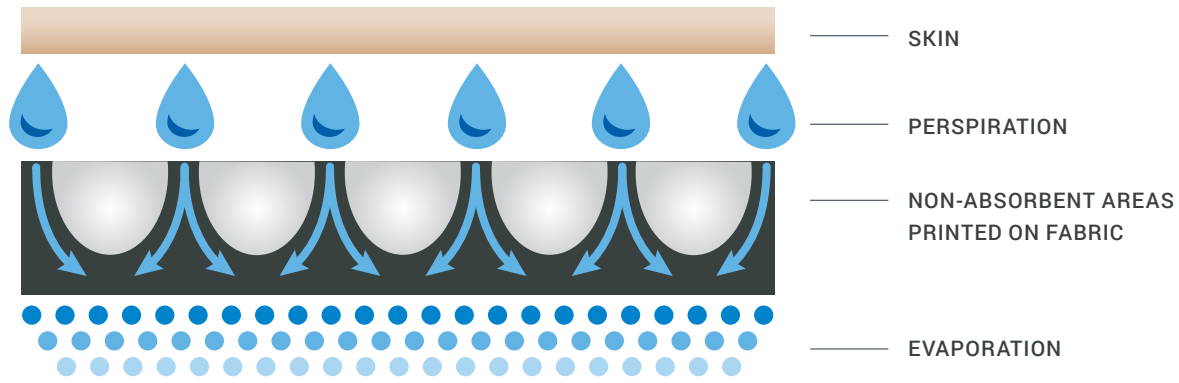
WICKING WINDOWS™ TECHNOLOGY

The WICKING WINDOWS™ technology is printed on the skin-facing side of the fabric. As the wearer begins to sweat, the printed areas remain dry against the skin while small absorbent “windows” pull moisture to the outside of the fabric where it can evaporate and dry quickly. The print pattern can be a simple coverage effect or can incorporate a stylized design, which adds a greater level of versatility to the functional performance.

**57% OF CONSUMERS
PREFER COTTON-RICH
ACTIVEWEAR.¹**

**UP TO 50% REDUCTION IN
CLING FORCE.²**

MOVEMENT OF MOISTURE WITH WICKING WINDOWS™ TECHNOLOGY



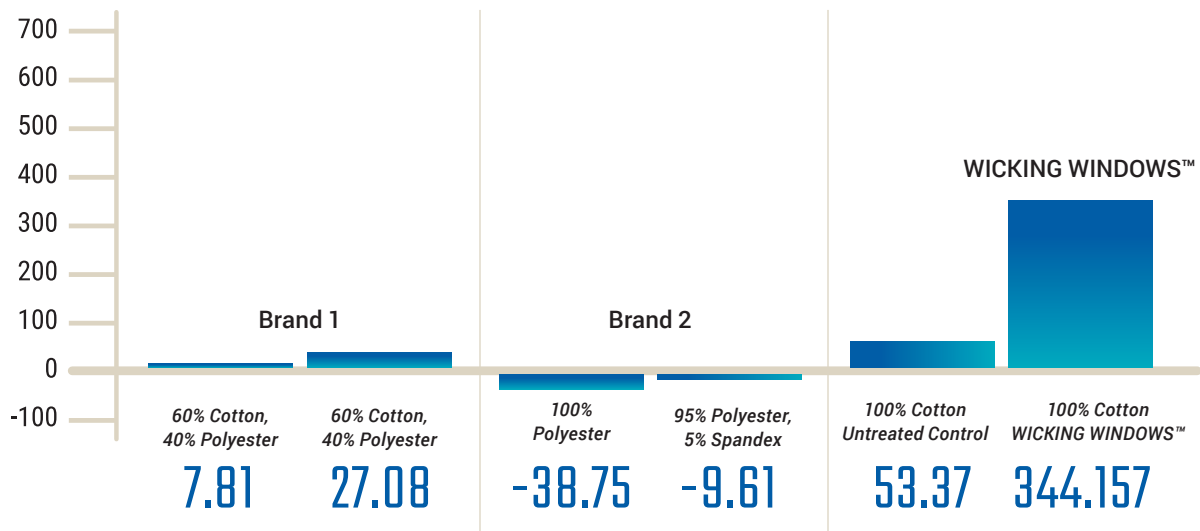
PROVEN PERFORMANCE

During exercise, fabrics can become saturated and cling to the skin, causing irritation and chafing. The WICKING WINDOWS™ technology greatly reduces the amount of cling force by minimizing the amount of wet fabric that comes into contact with the skin. Less wet fabric against the skin means a drier, more comfortable experience.

Many synthetic fabrics claim to move moisture away from the body to the garment's outer layer; however, most do nothing more than absorb water within the fabric structure. Fabrics treated with the WICKING WINDOWS™ technology have the ability to move moisture away from the skin better than most performance fabrics and exhibit significant performance advantages over untreated cotton, cotton blends and synthetic fabrics.

ACCUMULATIVE ONE-WAY TRANSPORT INDEX

AATCC 195 as measured by SDL Atlas MMT



Negative rating is obtained when fabric retains more moisture on the inside of the fabric.

Neutral rating is obtained when fabric is equally wet on inside and outside of the fabric.

Positive rating is obtained when fabric transfers moisture to the outside of the fabric.



WORK HARD. PLAY HARD.

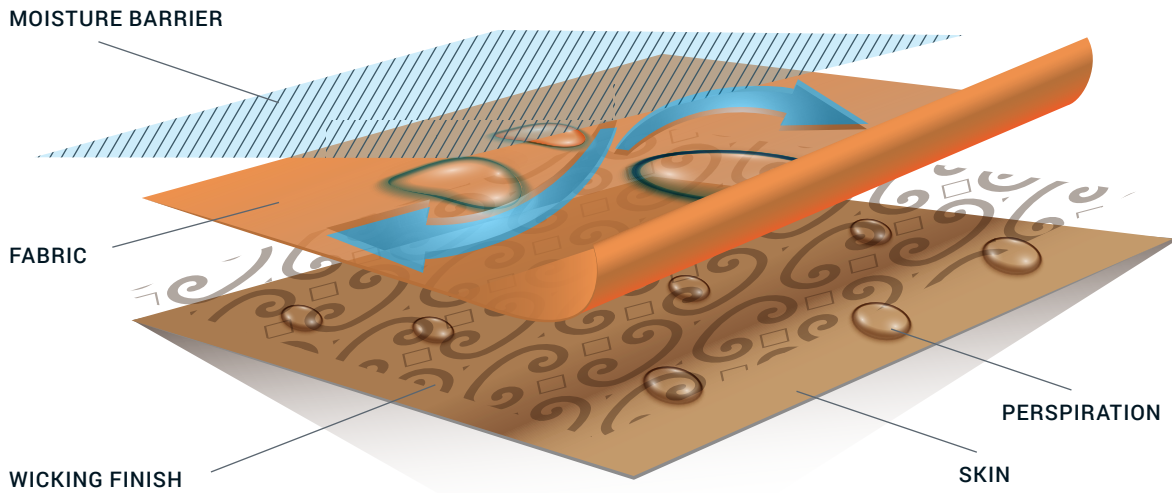
SWEAT HIDING TECHNOLOGY

The WICKING WINDOWS™ print application not only helps move moisture to the outside of the fabric, preventing cling and improving dry time, but the technology and process can also be applied to prevent sweat marks from showing during or after a workout.

The Sweat Hiding Technology is a multifunctional innovation for cotton that wicks sweat from the skin and keeps unwanted sweat marks from showing. The dual application process prints a high-performance wicking finish on the inside of the fabric and a breathable moisture barrier on the outside. The inside of the fabric absorbs and spreads moisture to enhance comfort and reduce fabric cling, while the outside creates a breathable barrier to prevent sweat marks from showing through.

92% OF CONSUMERS SAY THEY WEAR ACTIVEWEAR FOR PURPOSES OTHER THAN EXERCISE MOSTLY DUE TO COMFORT.!

DUAL PERFORMANCE – HOW SWEAT HIDING TECHNOLOGY WORKS



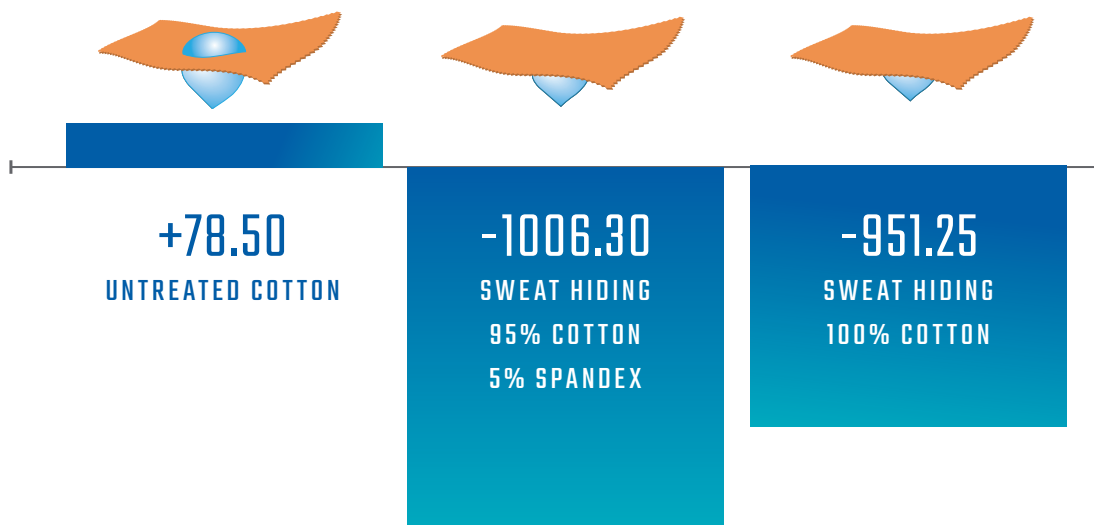
MEASURING SPREAD DISTANCE

AATCC 195 as measured by SDL Atlas MMT (measured in mm, single knit fabric)



ACCUMULATIVE ONE-WAY MOISTURE TRANSPORT INDEX

AATCC 195 as measured by SDL Atlas MMT (single knit fabric)





WORK HARD. KEEP YOUR COOL.

WICKING WINDOWS™ TECHNOLOGY + COOLING PHASE CHANGE MATERIAL

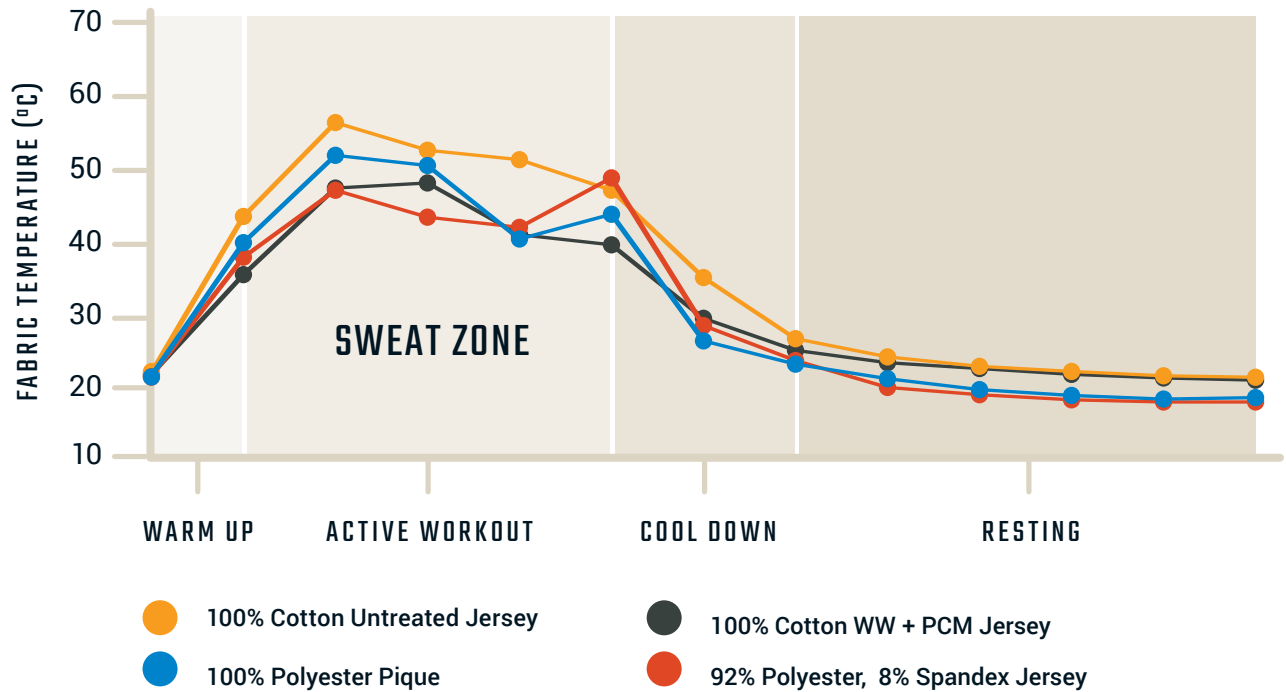
The WICKING WINDOWS™ technology provides moisture management benefits by reducing fabric cling and moving moisture to the outside of a garment for a more comfortable workout. Combined with a cooling phase change material (PCM), the technology can also keep the wearer cooler as the temperature heats up and workouts get harder.

A phase change material absorbs energy (heat) to regulate the body temperature as the external temperature rises. A microencapsulated PCM makes it easy to integrate this technology with the WICKING WINDOWS™ print paste and last the life of the garment. The unique combination keeps the wearer cool in warmer environments and still provides moisture management benefits.

**69% OF CONSUMERS SEEK
ODOR RESISTANCE, 68%
SEEK OUT MOISTURE
MANAGEMENT AND
63% SEEK THERMAL
REGULATION WHILE
SHOPPING FOR
ACTIVEWEAR.†**

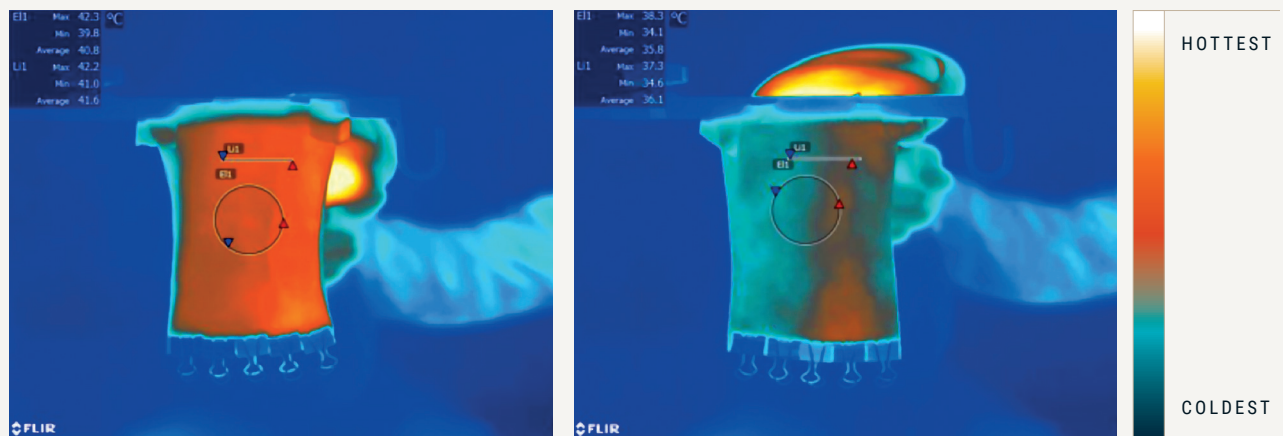
ELEVATED PERFORMANCE

When exposed to heat and moisture, the WICKING WINDOWS™ + cooling PCM successfully keeps the fabric at least five degrees cooler than an untreated cotton fabric during application. Thermal imaging tests show the treated fabric is not only significantly cooler, but it also performed as good as or better than competitive synthetic fabrics.



Workout simulated by applying steam to fabric. Temperature measured using thermal imaging technology.

THERMAL IMAGING OF WICKING WINDOWS™ + PCM



Untreated cotton control fabric after steam applied

WICKING WINDOWS™ + PCM technology after steam applied



GLOBAL AVAILABILITY.

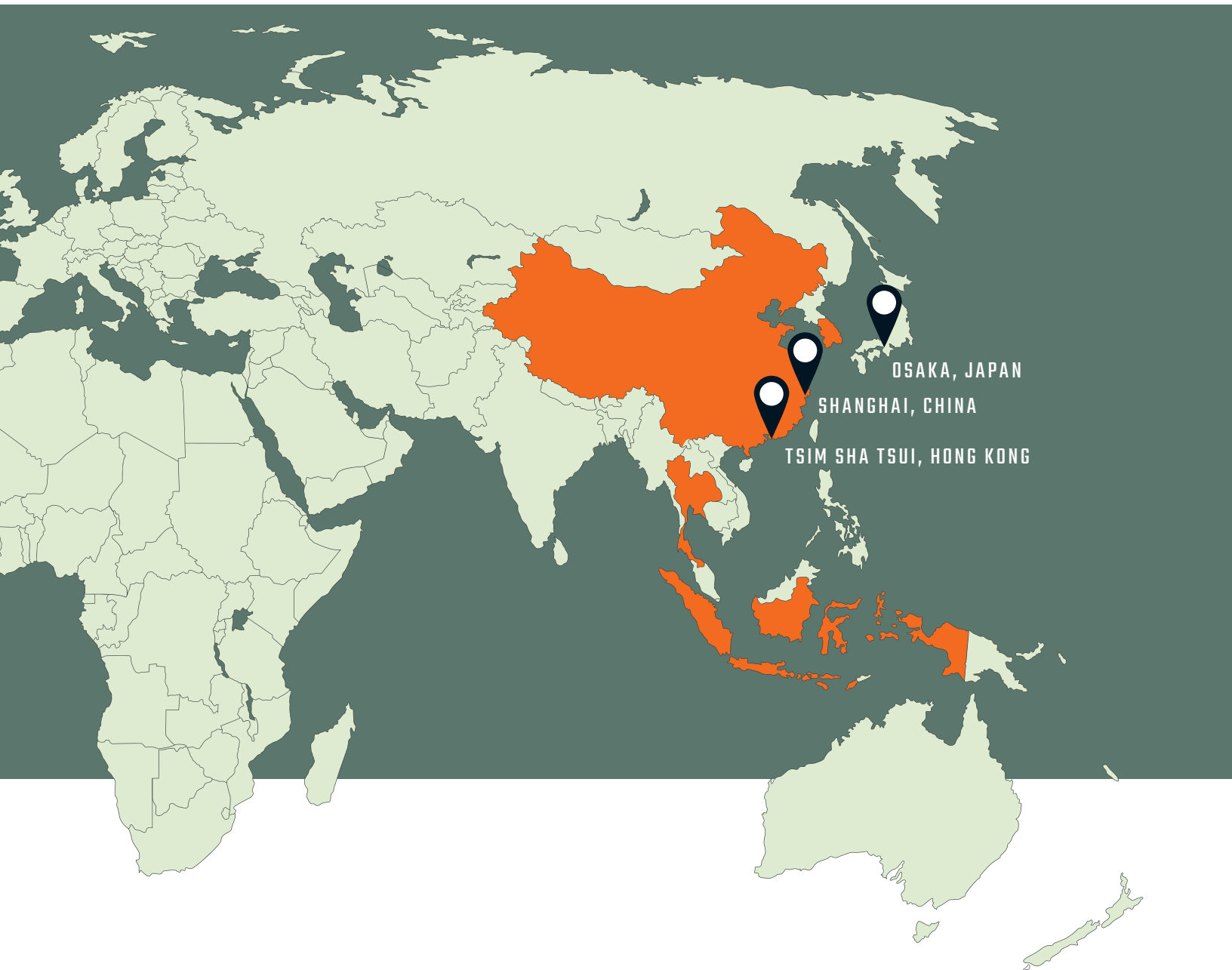
WE CAN ENGINEER A SOLUTION FOR YOU

WICKING WINDOWS™ technology was developed by Cotton Incorporated. 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:

- Hangtags and other point-of-sale collateral
- Knit and woven fabric developments
- Licensed technology logo on products that meet fabric performance criteria

WICKING
WINDOWS™



OSAKA, JAPAN

SHANGHAI, CHINA

TSIM SHA TSUI, HONG KONG

WICKING WINDOWS™ technology suppliers available in:

- *China*
- *Colombia*
- *Hong Kong*
- *El Salvador*
- *Indonesia*
- *Mexico*
- *South Korea*
- *Thailand*
- *United States*



Cotton Incorporated global offices:

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

WICKING WINDOWS™

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

Learn more at cottonworks.com

Cary, NC

New York

Hong Kong

Shanghai

Osaka

Mexico City



Cotton
Incorporated

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Source: ¹ Cotton Incorporated's *Lifestyle Monitor*™ Survey; ² Cling Force test developed by Cotton Incorporated. Wet fabric is pulled along an acrylic plate to measure gram force required to move the fabric.