

THE SEAL OF COTTON TRADEMARK





WHY IT MATTERS

Not just another fiber

From the personal care items in our bathroom vanities to the period products we rely on, **cotton is more than a fiber**. It's a symbol that's knit through our lives - trusted to clean newborn babies, bandage scrapes and bruises, and keep us comfortable through all phases of life. The Seal of Cotton trademark represents this long-standing familiarity that elevates cotton as The Fabric of Our Lives™.



**Nearly 8 out
of 10 consumers**

in Mexico, and the majority of consumers in the U.S. and Europe are willing to pay more for products with the Seal of Cotton trademark logo.²

BRAND IMPACT

Consumers trust cotton

From wipes to wound care, cotton is a top choice for **sustainability, comfort, reliability, and versatility**.² And since 1973, consumers have relied on the Seal of Cotton trademark as a symbol of these values.¹ From hangtags to product packaging, the Seal of Cotton trademark helps consumers identify products and brands they can trust.

WHAT CONSUMERS THINK WHEN THEY SEE THE SEAL OF COTTON TRADEMARK

84% say a brand using the Seal **is concerned about quality**²

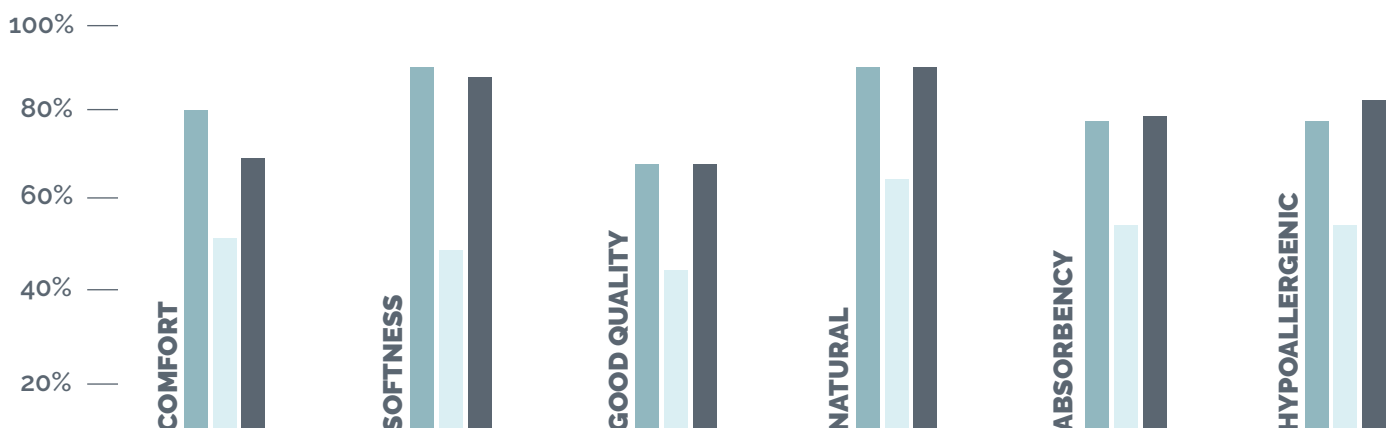
80% say a brand using the Seal **is one they would be likely to purchase from**²

80% say a brand using the Seal **is authentic and trustworthy**²



CONSUMERS IN THE US, EUROPE, AND MEXICO SAY THE SEAL OF COTTON TRADEMARK REPRESENTS:

● U.S.A.
 ● EUROPE
 ● MEXICO



NATURAL & DURABLE

Stand out for sustainability

Sustainability is top of mind for many consumers. And as a natural fiber grown from the earth, cotton is a compelling solution to synthetics. **Not only does it outperform in quality and durability, but it also has hypoallergenic and non-irritating properties.**⁵ Research has shown that cotton biodegrades in wastewater, saltwater, and freshwater, and does not contribute to widespread microplastic pollution.⁶ The Seal of Cotton trademark gives consumers peace of mind that the products they're purchasing are natural, sustainable, and reliable.

80%

of women are **concerned about the plastics from period care products** making their way to rivers and oceans⁷

77%

of consumers say a brand using the Seal of Cotton trademark logo **cares about the environment**⁸

82%

of consumers equate the **Seal of Cotton trademark** with sustainable products⁸

71%

of consumers **would pay more for a natural fiber** such as cotton⁸



MARKETING COTTON

The power of the Seal is real

The Seal of Cotton trademark is an iconic point of distinction and powerful sales builder for brands and products. **With more than 50 years of advertising support by Cotton Incorporated,** customers have come to trust the Seal of Cotton trademark as an indicator of quality.

86%

of consumers perceive products that use the Seal of Cotton trademark as natural, soft, safe, and sustainable⁸

82%

of consumers say the Seal makes them feel they can rely on the product/brand it's associated with⁸

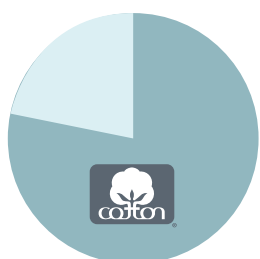
71%

of consumers say they would be loyal to a brand using the Seal of Cotton trademark⁸

82%

of consumers say they would like to see the Seal of Cotton trademark on more products⁸

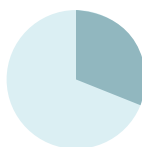
Nearly 8 in 10 consumers are aware of the Seal of Cotton trademark, significantly higher than other fiber-related logos.⁸



The Seal of Cotton trademark



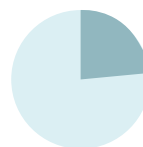
Lycra



Dri-Fit



Woolmark



Coolmax



Tencel



Veocel



NEXT STEPS

How to harness the power of the seal

From packaging to signage, **the Seal of Cotton trademark can enhance a wide range of communications.** Ready to leverage the Seal of Cotton trademark for your product line? The licensing steps are simple:

- 1 **Contact nonwovens@cottoninc.com for more information.**
- 2 **Submit a request with your product information and with a product sample** – all information is kept confidential.
- 3 Once your request is approved, **you will receive a license agreement to sign and return.** Cotton Incorporated will sign the agreement and return a fully executed copy to you.
- 4 Cotton Incorporated will then **provide the trademark artwork files.**
- 5 Finally, before producing your artwork or packaging, **share the artwork files using the Seal of Cotton trademark with Cotton Incorporated** for approval to ensure the trademark is used properly.



Ask about our minimum cotton requirements.

Packaging requirements will be discussed with your Account Executive and include our brand guidelines. **Some tips for you:**

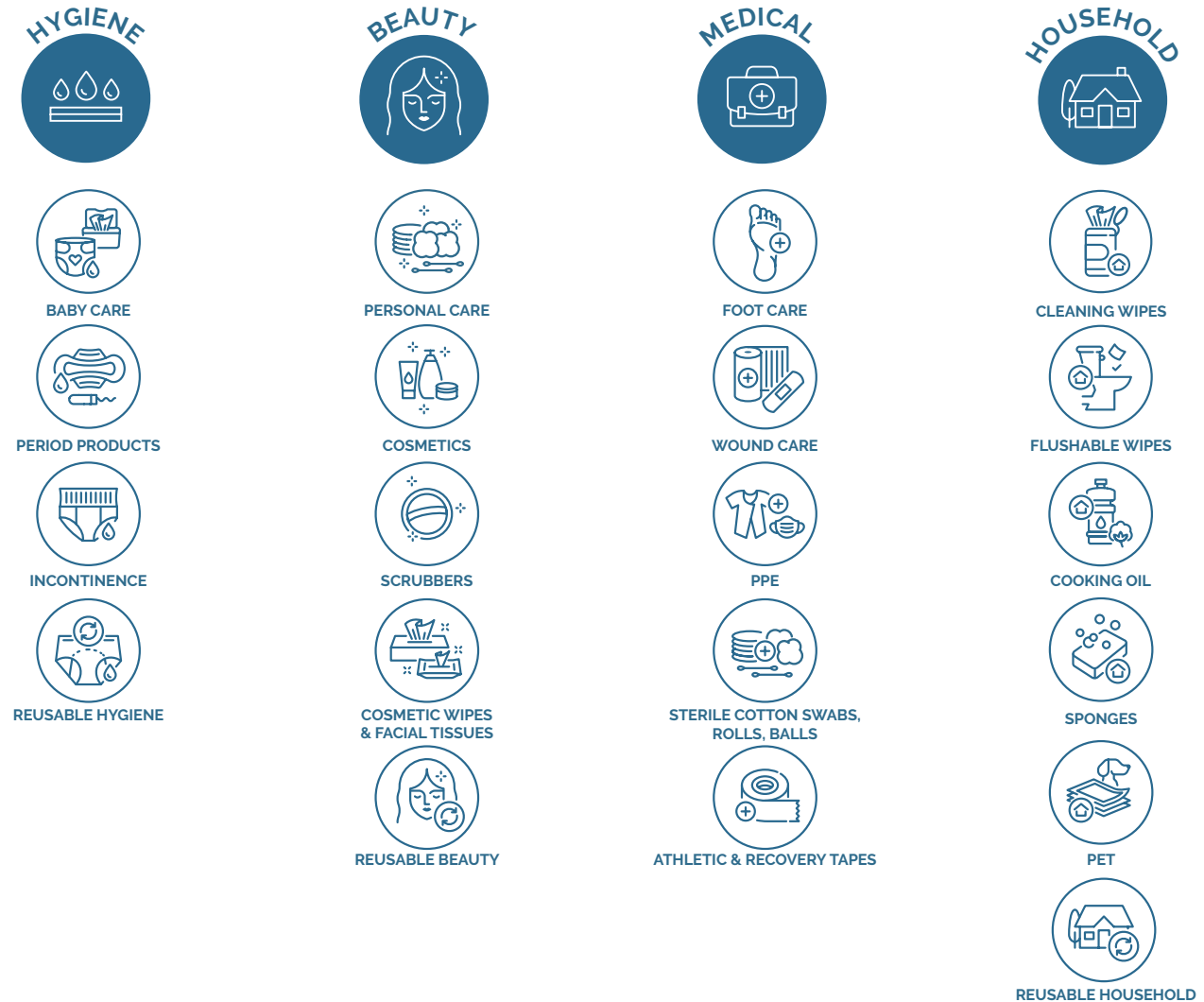
- 1 **The Seal of Cotton trademark is an identifier, not a certification.** A vertical line can be used to separate the Seal from other certifications.
- 2 **The percentage of cotton and where cotton is present must be listed.**
Ex: This product contains [insert % of cotton] in [insert location of cotton content]
- 3 The legal line **"The Seal of Cotton is a trademark of Cotton Incorporated"** is required on the package.



THE BEST PART?

There are no fees or royalties involved – the only requirement is the use of cotton

The Seal of Cotton trademark is available for license for brands and retailers in a variety of product categories:



The Seal of Cotton trademark is available for license on business-to-business marketing media:





To feature the Seal of Cotton trademark on your products, contact your Cotton Incorporated account representative.

**Find out more at CottonWorks.com/Trademark,
or reach out at Nonwovens@CottonInc.com**

Cary

New York

Hong Kong

Shanghai

Mexico City



**Cotton
Incorporated**

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¹ Cotton Incorporated 2016 Seal of Cotton Study

² Cotton Incorporated's 2023 Seal of Cotton Survey

³ Cotton Incorporated 2020 Lifestyle Monitor™ Survey

⁴ Cotton Incorporated 2015 U.S., Chinese, Mexican & European feminine hygiene studies

⁵ Cotton Incorporated 2019 clinical trials on Determination of the Irritating and Sensitizing Propensities of Mechanically Cleaned and Purified Cotton on Human Skin

⁶ Cotton Incorporated and North Carolina State University, Biodegradability Research (2019)

<https://www.cottonworks.com/en/topics/sustainability/cotton-sustainability/biodegradability-of-cotton/>

⁷ Cotton Incorporated's 2020 Global Hygiene Study

⁸ Cotton Incorporated's 2023 Seal of Cotton Survey