

Since 1970, Cotton Incorporated has served as the research and promotion arm for upland cotton. Funded by cotton producers and importers, our mission is to drive cotton demand and profitability.

Our Cotton in Commerce™ campaign, launched in 2024, provides cotton brands added value beyond licensing the Seal of Cotton trademark alone, a symbol that nearly 8 out of 10 consumers recognize and are willing to pay more for products containing the mark.¹ The campaign platform connects Seal licensees to retail buyers in an effort to grow cotton share in the marketplace in accordance with Cotton's mission.

foster cotton connections that grow

Cotton in Commerce™ Campaign Goals:

awareness

Did you know? Cotton Incorporated offers complimentary cotton support and a royalty-free trademark for products, packaging, point of sale, and promotion. Leverage this opportunity to enhance your cotton product and drive demand.

engagement

Our campaign objective is to foster ongoing interaction and collaboration between retailers, brands, and Cotton Incorporated to create new and exciting opportunities for cotton in the marketplace.

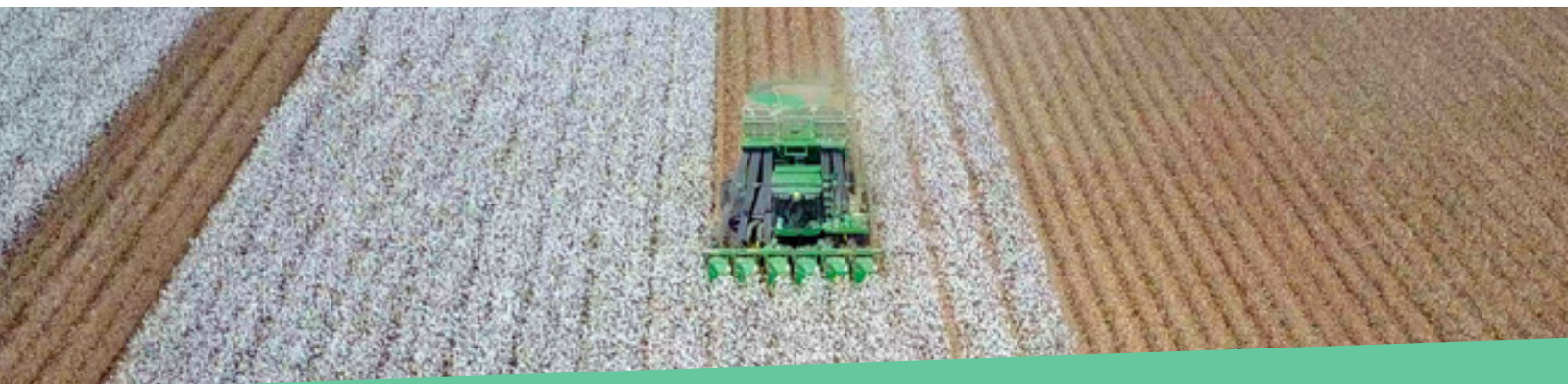
growth

Our campaign expands cotton market share, achieved through assisting retailers in differentiating product offerings with cotton product and enhancing their consumer product appeal with our ingredient brand, the Seal of Cotton trademark.

the power of the Seal is real



More than 3 in 4 consumers say that brands using the Seal of Cotton trademark help them make an informed purchase decision.² To leverage this powerful icon for your next big idea - from point of sale to promotion - **reach out to Nonwovens@CottonInc.com to learn more about licensing the royalty-free mark.**



¹ Cotton Incorporated 2024, The Seal of Cotton Trademark Brochure (CottonWorks.com/Trademark)

² Cotton Incorporated 2016, Power of the Seal Brochure

The brand collaboration for this year's Cotton in Commerce™ campaign is Corman's Organyc® brand.
To access a digital format of this brochure, visit: CottonWorks.com/2024BuyerReview



moderate flow pads

Organyc period care offers a cotton soft protection for sensitive skin.

pads for bladder leaks

Finally, 100% cotton protection in a bladder leakage pad.



2-in-1 panty liners

These ultra-thin liners are designed for a perfect fit with both thong and regular underwear, providing exceptional comfort and protection for light flow days.

cotton rounds

These 100% cotton rounds are soft and gentle, perfect for removing makeup and nail polish or applying skincare products.



Brand Contact:

www.Organyc.net | Deirdre LaBrier | National Sales Manager | Deirdre.labrier@corman.it | 817-528-3962

Brands featured in the Cotton in Commerce™ campaign are for illustrative purposes and their use does not imply endorsement by Cotton Incorporated. To find more cotton brands, visit: CottonWorks.com/Sourcing