

The *Power*



of the *Seal*

The fabric consumers want

Consumers are looking for more than comfort and performance. They want apparel that looks good, feels good, and does good for the planet.

They want a fabric for their life today, tomorrow, and every day after — **cotton**.

75%

of consumers say cotton, denim, and cotton blends are their favorite fabric to wear¹

75%

of shoppers say they would pay more for apparel made from natural fibers like cotton¹

Wear it proudly

Cotton is a fiber consumers have counted on for decades, from on-trend outfits to their everyday jeans. Since 1973, **The Seal of Cotton** trademark has stood as an iconic symbol around the world, enabling consumers to easily identify products made with cotton.

Consumers' long-standing familiarity with cotton elevates it beyond just another fiber. With over 50 years of advertising support from Cotton Incorporated, it's no surprise consumers recognize cotton as the top choice for **quality, comfort, and sustainability**. When they see The Seal of Cotton next to your brand, they know you stand for the same values.

The Seal empowers brands and retailers to stand out as a brand consumers can trust. Consumers find brands using The Seal of Cotton to be **authentic and trustworthy**². By highlighting cotton in your products with The Seal of Cotton, you can tell a story that resonates with consumers.

Add a point of distinction to your brand with the Seal of Cotton trademark.



78%

of consumers recognize The Seal of Cotton trademark²

77%

of consumers say a brand using this logo cares about the environment²

81%

of consumers say that a brand using this logo is trying to help them make an informed decision²

82%

of consumers say they would like to see the Seal of Cotton on more products²

Since 1973

Woven through our *lives*

From the clothes we wear to the textiles in our homes, *cotton is more than just a fiber.* It's trusted to swaddle newborns, deliver performance, and define fashion trends. Its versatility makes it a staple in countless products we depend on every day — many of which proudly bear the Seal of Cotton trademark.



A symbol of comfort and quality

Cotton is celebrated for its unparalleled comfort and quality, making it a staple in wardrobes worldwide. Its soft, cozy touch is perfect for relaxation, while its natural breathability keeps us comfortable on the go. With hypoallergenic and non-irritating properties³, cotton is a top choice for comfort, often considered the most comfortable fiber, the softest fiber¹, and *a favorite fabric to wear*⁴.

Renowned for its durability and longevity, cotton is meant to be worn. Every wear showcases its resilience, with many consumers considering it the most durable fabric¹. Whether it's rugged workwear or today's fashions, using The Seal on products helps highlight the presence of cotton, *assuring customers of its quality² and comfort.*

Born from the earth



Sustainability is top of mind for many consumers. And as a natural fiber grown from the earth, cotton has a unique story to tell. *Cotton is a natural, biodegradable⁴, and circular fiber* that does not contribute to microplastic pollution. It can be reused and repurposed before decomposing at its end of life, returning nutrients such as carbon to the soil⁵. It's no wonder that *79% of consumers say cotton is safe for the environment⁶*. There is no better way to communicate your brand's commitment to sustainability than the use of natural fibers, denoted on products by The Seal of Cotton.



Make the Cotton brand work *for yours*

The Seal of Cotton trademark carries weight with consumers. It can be used in a wide variety of communications: packaging, window displays, point-of-sale display, interactive digital experiences, and beyond.

We can help you tell your cotton story from design concept through product execution. Explore the numerous ways you can leverage the *Power of the Seal* for your brand.



Product hangtags & packaging





We use cotton that can go from dirt to shirt and back to dirt. Feel good in your clothes and about your clothes when you see The Seal of Cotton



The Lifestyled Collection



Versatile comfort to fit your lifestyle - cotton.



Point of sale



THERE'S STRENGTH IN FIBERS

Tough enough for a hard days work or a walk in the park, Cotton's durability is as classic as this jacket.

RUGGED STRENGTH



These pants are a pair of workhorses... They're made from a blend of long-staple cotton and... They're made from a blend of long-staple cotton and... They're made from a blend of long-staple cotton and...



Life is for living outside, but it doesn't have to feel rough. Comfortable. Durable. Cotton.



Product *web pages*



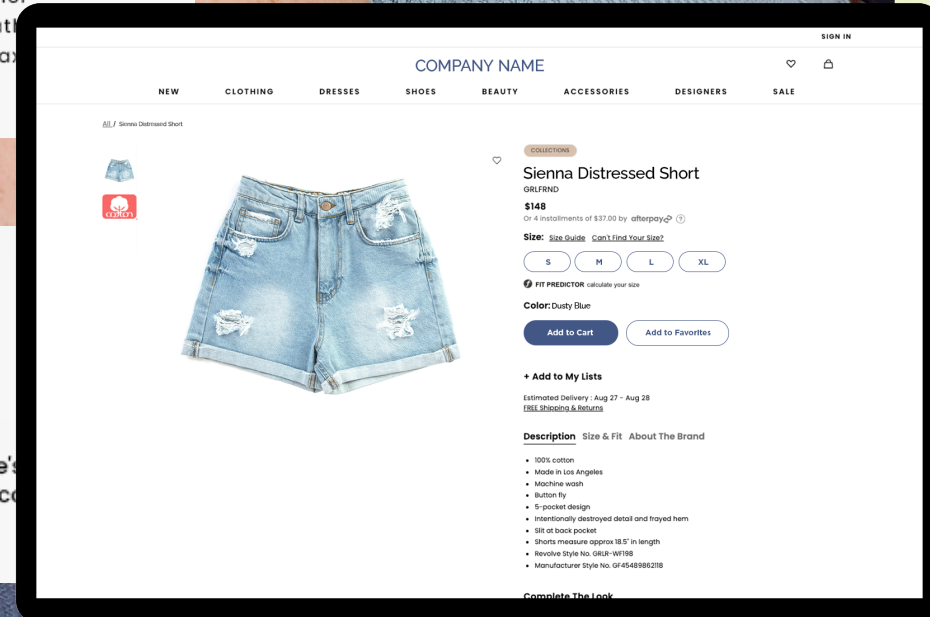
MOMENTS IN COTTON



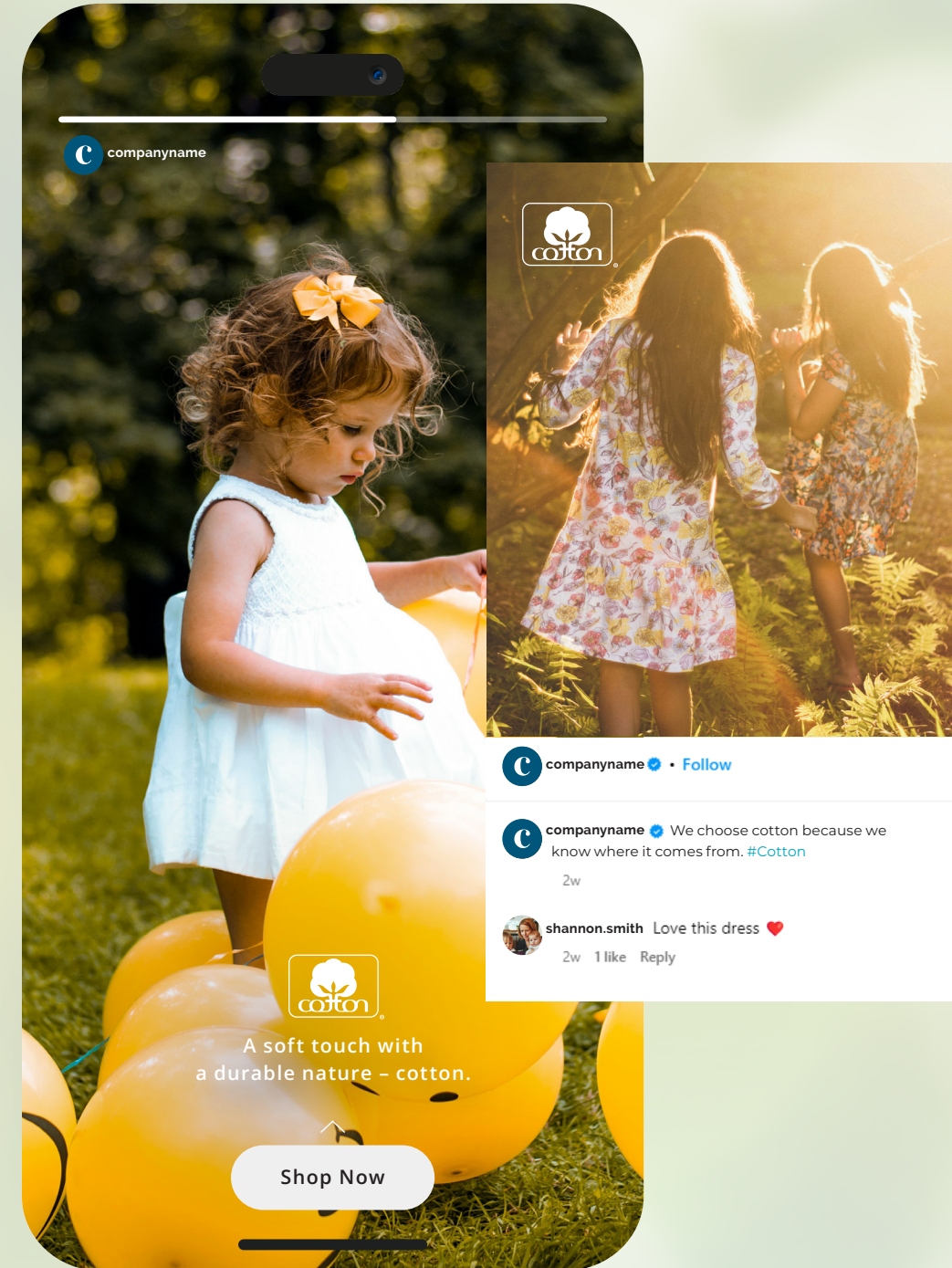
Refresh your warm weather wardrobe with naturally beautiful styles that channel the relaxed vibe of the season.

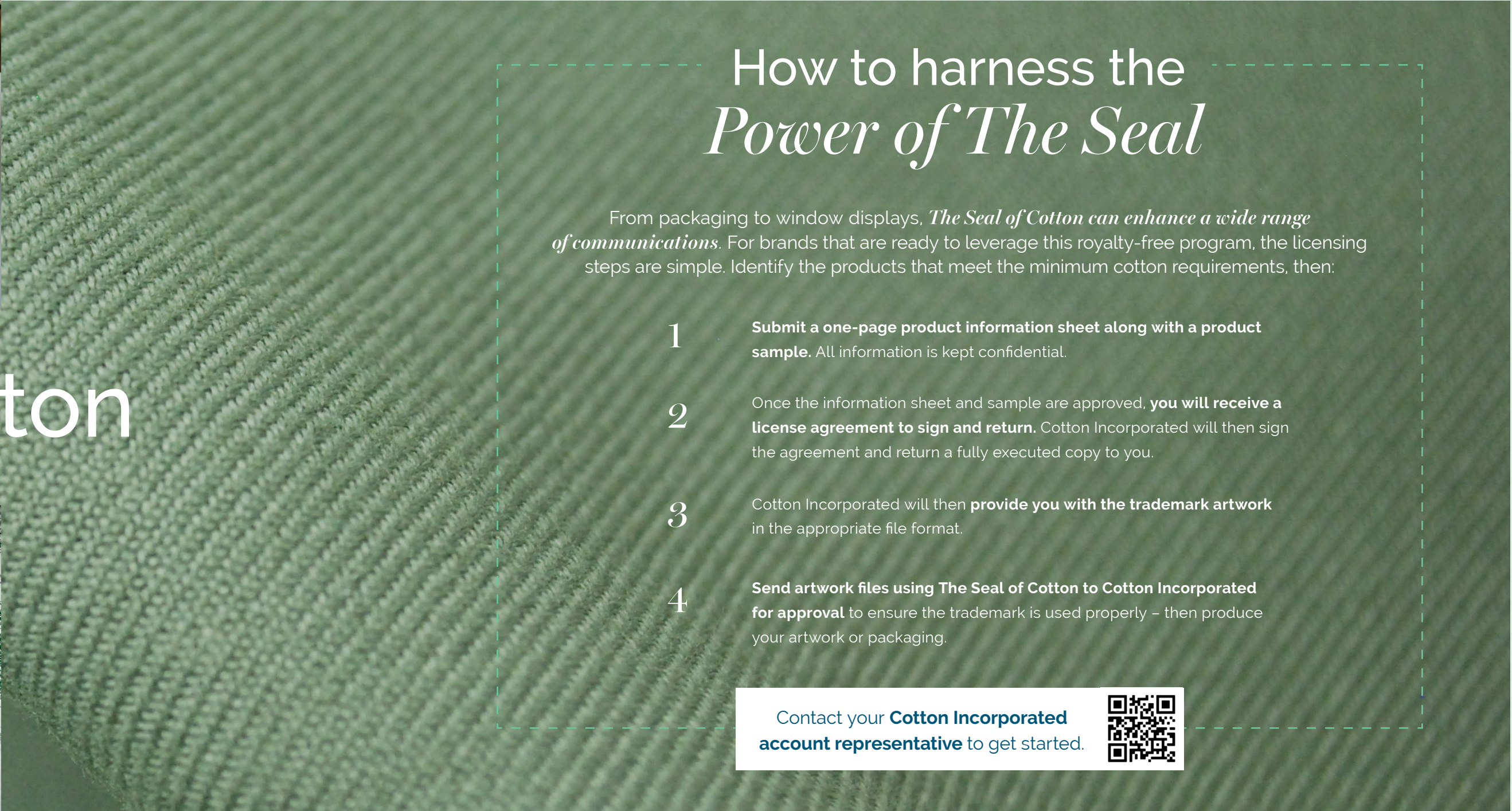


Style and durability. There's a reason we always reach for cotton.



Social *posts*





How to harness the *Power of The Seal*

From packaging to window displays, *The Seal of Cotton* can enhance a wide range of communications. For brands that are ready to leverage this royalty-free program, the licensing steps are simple. Identify the products that meet the minimum cotton requirements, then:

- 1 **Submit a one-page product information sheet along with a product sample.** All information is kept confidential.
- 2 Once the information sheet and sample are approved, **you will receive a license agreement to sign and return.** Cotton Incorporated will then sign the agreement and return a fully executed copy to you.
- 3 Cotton Incorporated will then **provide you with the trademark artwork** in the appropriate file format.
- 4 **Send artwork files using The Seal of Cotton to Cotton Incorporated for approval** to ensure the trademark is used properly – then produce your artwork or packaging.

Contact your **Cotton Incorporated account representative** to get started.



The *Seal* of Cotton



CITATIONS

¹ Cotton Incorporated's *Lifestyle Monitor™* Survey, 2024

² Cotton Incorporated's Seal of Cotton Survey, 2023

³ Cotton Incorporated. (2020). Cotton Applies Hard Science to Sensitive Skin. <https://www.cottonworks.com/wp-content/uploads/2020/05/Cotton-Hypoallergenic-Brochure.pdf>

⁴ Zambrano, M. C., Pawlak, J. J., Daystar, J., Ankeny, M., & Venditti, R. A. (2021). Impact of dyes and finishes on the aquatic biodegradability of cotton textile fibers and microfibers released on laundering clothes: Correlations between enzyme adsorption and activity and biodegradation rates. *Marine Pollution Bulletin*, 165. <https://doi.org/10.1016/j.marpolbul.2021.112030>

⁵ Li, L., Frey, M., & Browning, K. J. (2010). Biodegradability Study on Cotton and Polyester Fabrics. *Journal of Engineered Fibers and Fabrics*, 5(4). <https://doi.org/10.1177/155892501000500406>

⁶ CCI and Cotton Incorporated's US Sustainability Survey, Wave 3, 2023

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Fabricast #6972 Dobby

Fabricast #7365 Terry