



TOUGH COTTON™



GET TOUGH WITH COTTON

Consumers already know cotton for its quality and durability. That's nothing new. Cotton can withstand even the toughest challenges — falls on the playground, climbing the trail, and dominating that sales pitch. TOUGH COTTON™ technology brings you increased durability and superior abrasion and wrinkle resistance throughout the life of the garment. So go ahead, GET TOUGH. We aren't afraid of a little wear and tear.

WHAT CONSUMERS ARE SAYING¹

66%

of consumers consider cotton to be the most durable fiber.

79%

of consumers say better quality garments are made from natural fibers.

94%

say that quality and durability (90%) are important in their clothing purchase decisions.

63%

are likely to seek out durability enhancement when making clothing purchases.

WHAT IS TOUGH COTTON™ TECHNOLOGY?

Through everyday use and home laundering, fabrics can become abraded, causing cotton fibers to rise to the surface, weakening the fabric, and making the appearance look faded. With TOUGH COTTON™ technology, you don't need to worry about poor performance. Yarns, fabrics, and garments treated with TOUGH COTTON™ technology offer enhanced durability — a combination of abrasion resistance, strength, and colorfastness.

TOUGH COTTON™ technology is effective for improving knee abrasion, performing better than the untreated control by resisting breakage up to 600 cycles at 20 Home Launderings

TOUGH COTTON™ Technology for Denim

Martindale Abrasion Samples at 20 HLTD (Trizact® Abrasive)

Control



300 cycles



600 cycles

TOUGH COTTON™



300 cycles



600 cycles

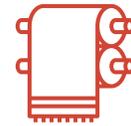
¹ Cotton Incorporated's 2025 Lifestyle Monitor™ Survey. Sample size: 460-5,000.

VERSATILE APPLICATION

TOUGH COTTON™ technology offers flexibility with application methods and formula options. The TOUGH COTTON™ finish is available with and without resin, providing a solution for a variety of product categories, from workwear to tailored apparel.

The TOUGH COTTON™ technology can be applied in yarn, fabric, or garment form, and can be combined with other performance finishes such as TransDRY™, STORM COTTON™, or WICKING WINDOWS™ technologies, to achieve the ultimate performance cotton garment.

Double the Performance: Dual Technologies



Yarn

Yarn treatment



Fabric

Pad application



Garments

Metered addition or exhaust application



DURABLE TECHNOLOGY FOR COTTON

THAT OFFERS SUPERIOR PERFORMANCE



Improves strength, durability, and abrasion resistance



Improves wrinkle resistance with a durable press option



Maintains the natural comfort and breathability of cotton



Available as a yarn, fabric or garment finish



Applicable on knit and woven fabrics

PERFECT FOR/COMPATIBLE WITH:



Outerwear & Jackets



Knit & Woven Bottoms



Workwear & Uniforms



Tailored Apparel



Childrenswear



Denim



Canvas Accessories



Yoga & Activewear



Sweaters & Socks



NON-RESIN FORMULA

TOUGH COTTON™ technology without resin uses a proprietary blend of softeners and crosslinking agents to achieve superior abrasion resistance, durability and strength while improving fabric hand and sewability. Perfect for everyday, performance, outdoor, workwear, or children apparel.

Yarn Enhanced for Durability

Applied in yarn form as a non-resin formula, the TOUGH COTTON™ finish provides enhanced durability, quality, and abrasion resistance built to last for the life of the garment. And since it's a yarn finish, high-friction areas such as the heel and toe of a sock or the elbows of sweaters can be targeted to last longer and stay stronger.

Untreated Cotton



300 cycles

TOUGH COTTON™



1500 cycles

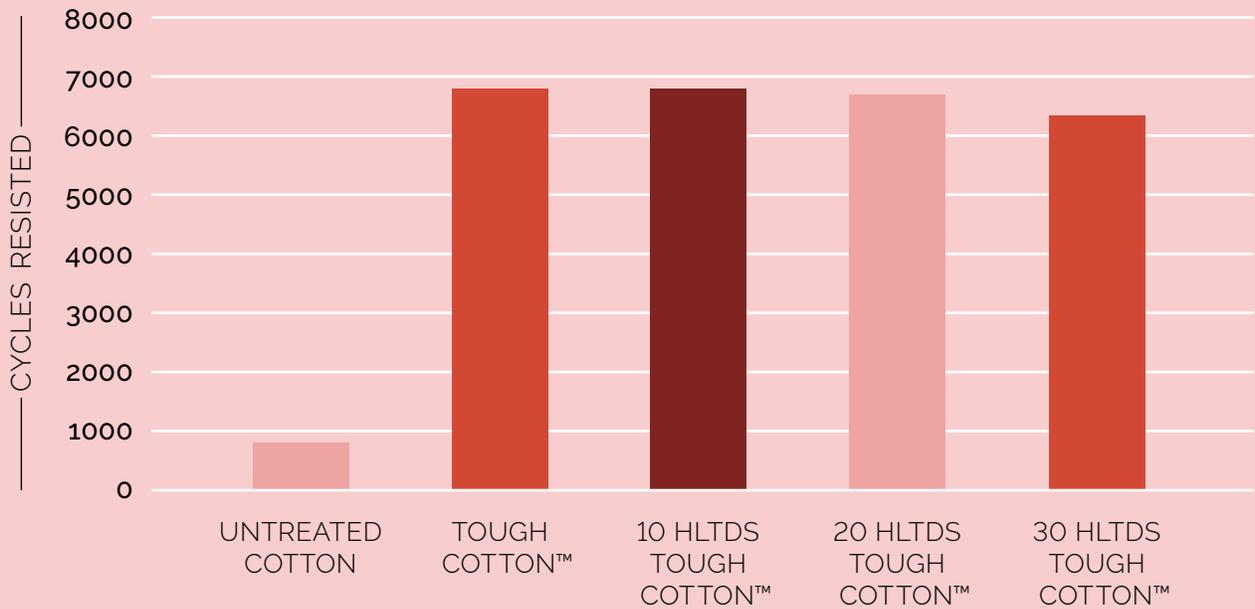
ASTM D4966 Modified Martindale Abrasion Method using 3M Trizact Pad for Knits.

Rough and Tough for Wovens

From lightweight twills to heavy-duty canvas, TOUGH COTTON™ technology adds that extra layer of protection to any woven fabric. Snags, tears, and rips are now the least of your worries when on the mountain or the jobsite. TOUGH COTTON™ technology for wovens offers significantly improved abrasion resistance compared to untreated cotton wovens.

Improved Abrasion Resistance

ASTM D3885 Flex Abrasion Test on 7.5oz 3x1 100% Cotton Twill, Fabricast™ 7084



TOUGH COTTON™ technology greatly improves the abrasion resistance, performing 6 times better than the untreated fabric, even after 30 home launderings.

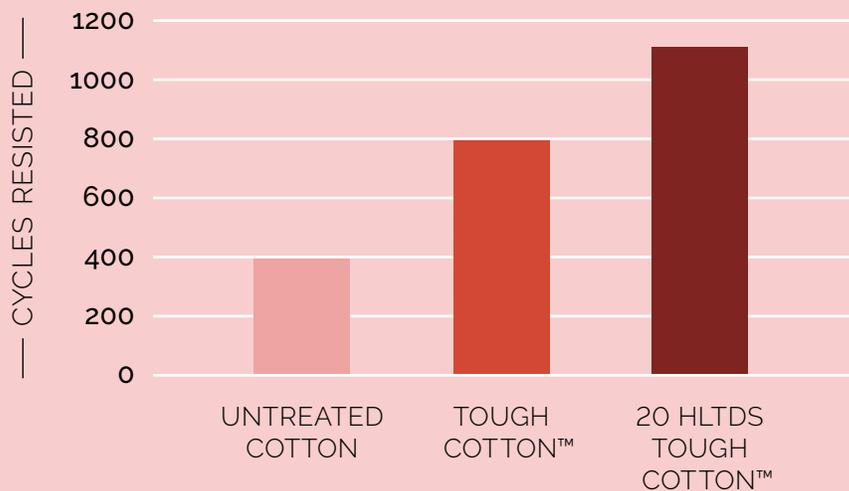
Play Tested for Knits

TOUGH COTTON™ technology strengthens knits, making them last longer and stay looking fresh, no matter the demands of daily wear. With enhanced abrasion resistance, TOUGH COTTON™ technology helps prevent holes in high-stress areas like knees and elbows. Say goodbye to frequent replacements and hello to durable, dependable clothing that stands up to whatever you put it through.

Up to 4 times better abrasion resistance than untreated cotton for knits.

Martindale Abrasion for Knits

*ASTM D4966- Martindale Abrasion - 100% Cotton
Single Jersey, FABRICAST™ SK-1995-1TC*



RESIN FORMULA

TOUGH COTTON™ technology with resin is formulated to create flexible bonds on cotton fabric to improve fabric strength and prevent breakage while providing excellent wrinkle resistance.

Durable Press Performance:

TOUGH COTTON™ technology with resin goes beyond durability and abrasion resistance to offer wrinkle resistance for top and bottom weight wovens. Unlike traditional durable press technologies that may become too brittle and weaken fabrics, TOUGH COTTON™ technology remains flexible to maximize comfort while minimizing strength loss. The durable press technology truly extends the life of the garments and keeps you looking sharp and wrinkle-free.

WE CAN ENGINEER A SOLUTION FOR YOU

TOUGH COTTON™ technology was developed by Cotton Incorporated to deliver durable, high-performing cotton products. We partner with suppliers worldwide to support implementation and make it easy for brands and retailers to adopt the technology. To feature the TOUGH COTTON™ technology and logo on your products, contact your Cotton Incorporated Account Executive.

Marketing Resources Available:

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



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