

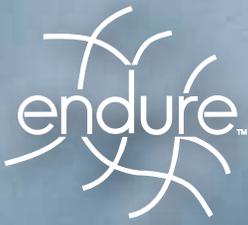


endure™

INCREASED DURABILITY

A NEW LEVEL OF PERFORMANCE
FOR COTTON HOME TEXTILES



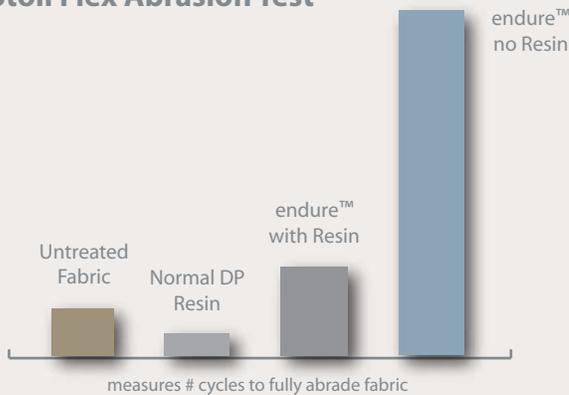


INCREASED DURABILITY FOR HOME TEXTILE PRODUCTS.

WHAT IS **endure**™ TECHNOLOGY?

endure™ is a unique textile finish developed by Cotton Incorporated to prolong the life and appearance of cotton products for the home. The application strengthens fabric, making it more resistant to abrasion that comes from normal wear and household laundering. **endure** also helps fabrics such as sheets retain their original color longer, keeping them looking like new, wash after wash. The **endure** finish can also incorporate a resin for increased wrinkle-resistance and shrinkage control. The **endure** technology provides all these benefits without affecting the familiar softness and comfort of cotton against the skin.

Stoll Flex Abrasion Test



INCREASED DURABILITY

Fabrics treated with the **endure** technology exhibit much greater durability and wear life than typical cotton fabrics. Fabric strength is improved significantly and fabrics have a much higher than normal resistance to abrasion. The result is fabrics that last longer and look newer longer.

DURABLE PRESS PERFORMANCE

It is possible to incorporate resin into the **endure** finish for improved wrinkle-resistant or durable-press performance, resulting in smoother looking sheets and home fabrics. Fabrics treated with typical durable press resin finishes can become weak and brittle and will abrade and lose original color faster than normal, untreated cotton fabrics. The **endure** technology incorporates two resins that complement each other and form flexible bonds on the cotton to allow for improved strength without becoming weak and causing fiber breakage. This advancement in resin finishing technology helps to maintain original fabric strength and produces a more durable wrinkle-resistant product.

Martindale Abrasion Test



MAINTAINS ORIGINAL COLOR

Through everyday use and home laundering, fabrics become abraded and cotton fibers rise to the surface of the fabric, making it seem faded. By increasing abrasion resistance, the **endure** technology helps to maintain the original color longer, even after repeated use and home laundering.

GLOBAL AVAILABILITY

Cotton Incorporated can assist with implementation of the **endure** technology through mills with the capability to topically apply finishes to woven fabrics. For more information, please contact a Cotton Incorporated representative who can assist with adoption of the technology and licensing of appropriate trademarks.



Cotton Incorporated
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