



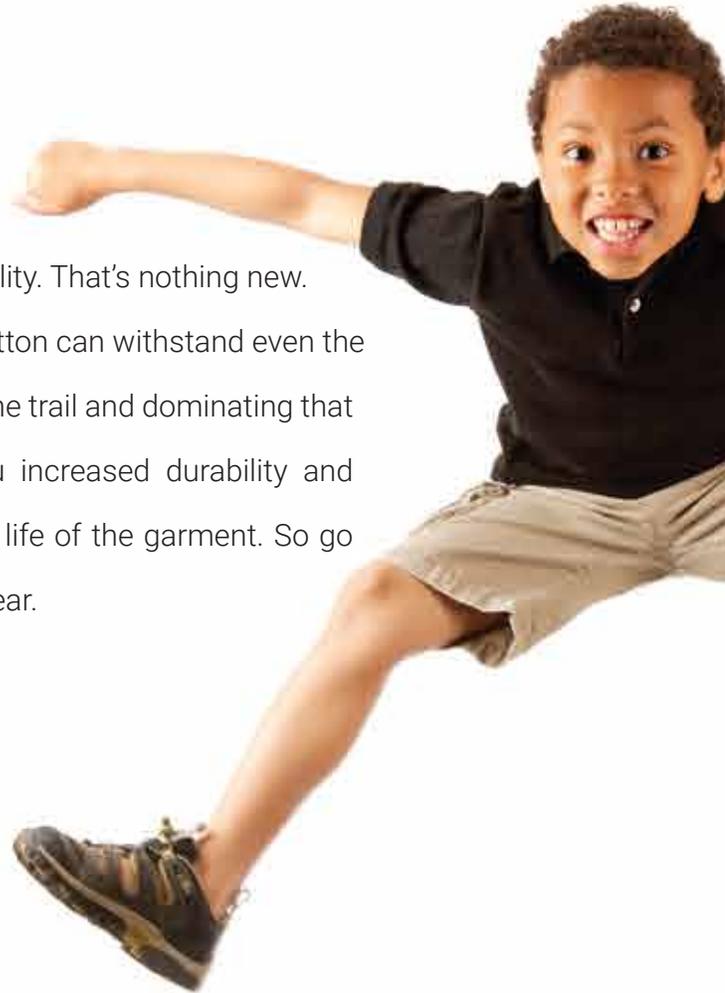
# TOUGH COTTON™



# GET TOUGH

## WITH COTTON

Consumers already know cotton for its quality and durability. That's nothing new. Now, the long lasting comfort of cotton is even better. 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.



## QUALITY

49%

Almost half of women say quality (49%) and durability (48%) are very important to clothing purchases, and 52% of men agree these two factors are very important.

## DURABILITY

Durability and quality are even more important in the purchase of children's clothing. Over 80% of parents feel these two factors play an important decision when buying clothes for their children.

80%

## STRONG FIBERS

58%

"Quality" can have different meanings to consumers. 58% believe that "good quality" means durable or long lasting, 23% believe it means good or strong fibers and materials, and 12% believe it means the garment was made well.



# INCREASED DURABILITY

Through everyday use and home laundering, fabrics can become abraded causing cotton fibers to rise to the surface, weakening the fabric and making it seem faded. With TOUGH COTTON™ technology, you don't need to worry about poor performance. Fabrics treated with TOUGH COTTON™ technology offer enhanced durability — a combination of abrasion resistance, strength and colorfastness. Designed for knits and wovens, TOUGH COTTON™ fabrics are made to last.

UP **4** TIMES  
TO **4** BETTER  
ABRASION RESISTANCE  
THAN UNTREATED COTTON  
**KNITS**

UP **8** TIMES  
TO **8** BETTER  
ABRASION RESISTANCE  
THAN UNTREATED COTTON  
**WOVENS**

# HOW IT WORKS

TOUGH COTTON™ technology offers flexibility with a resin and non-resin application. 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.

To achieve superior durable press properties, TOUGH COTTON™ technology uses a unique combination of resins and catalysts to form flexible bonds on the cotton to improve the fabric strength and prevent breakage.

Both applications can be applied in fabric or garment form and can be combined with other performance finishes, such as STORM COTTON™ water repellency, to achieve the ultimate performance cotton garment.

# ROUGH & TOUGH

TOUGH COTTON™ technology protects woven fabrics throughout the life of the garment with very little degradation to the fabric.

UNTREATED  
COTTON

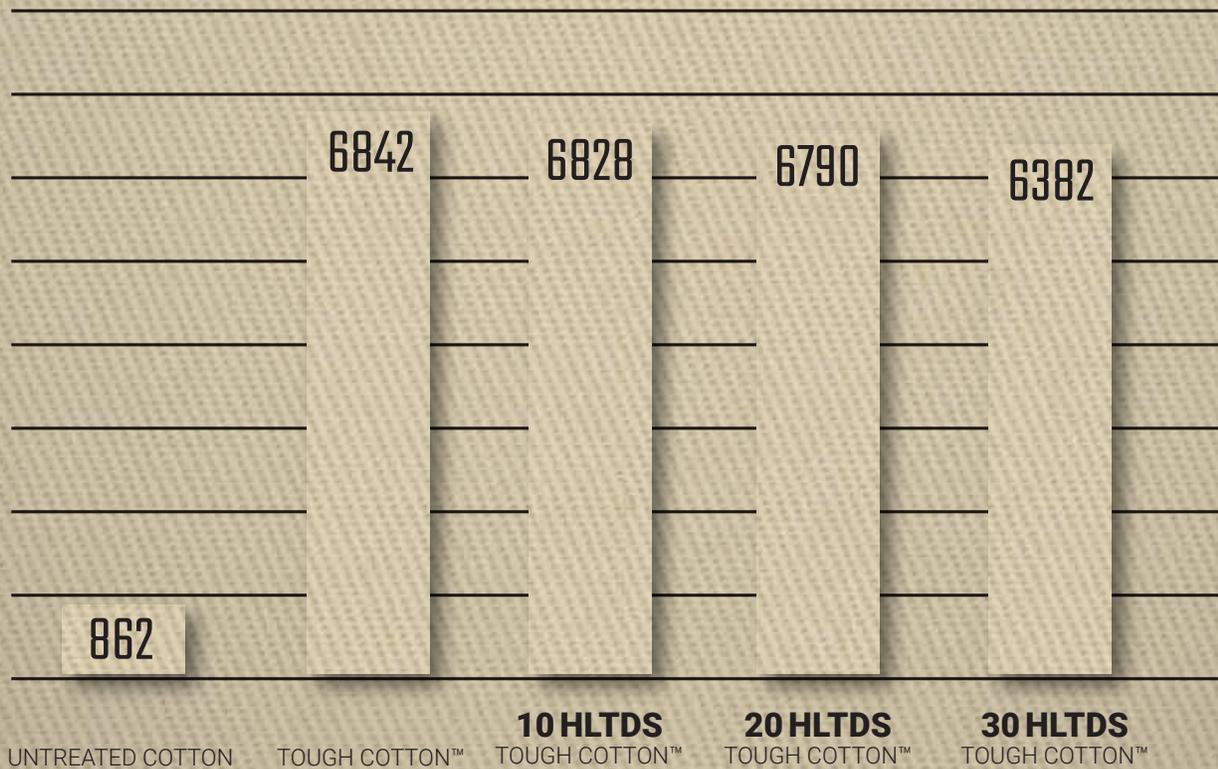


TOUGH  
COTTON™



ASTM D4966 - MARTINDALE TRIZACT ABRASION TEST - 300 CYCLES, TWILL FABRIC

# STOLL FLEX ABRASION FOR WOVENS



ASTM D3885 - # OF CYCLES TO BREAK, TWILL FABRIC

# PLAY TESTED

Leave the worry at home. TOUGH COTTON™ technology makes knits stronger and last longer for whatever kids put them through.

UNTREATED  
COTTON



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TOUGH  
COTTON™



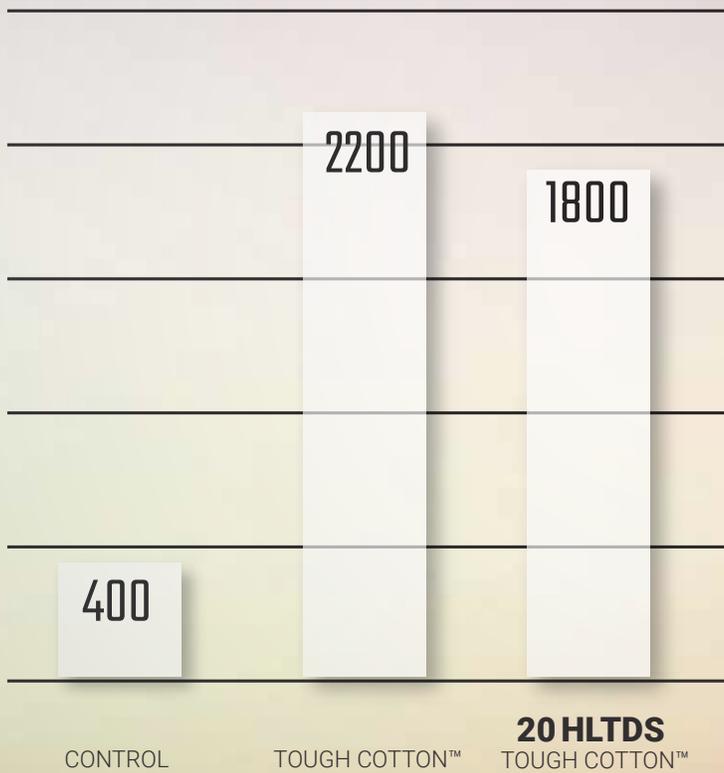
0 WASHES

20 WASHES

ASTM D4966 - MARTINDALE TRIZACT ABRASION TEST

# OF CYCLES TO BREAK - SINGLE JERSEY FABRIC

# MARTINDALE ABRASION FOR KNITS



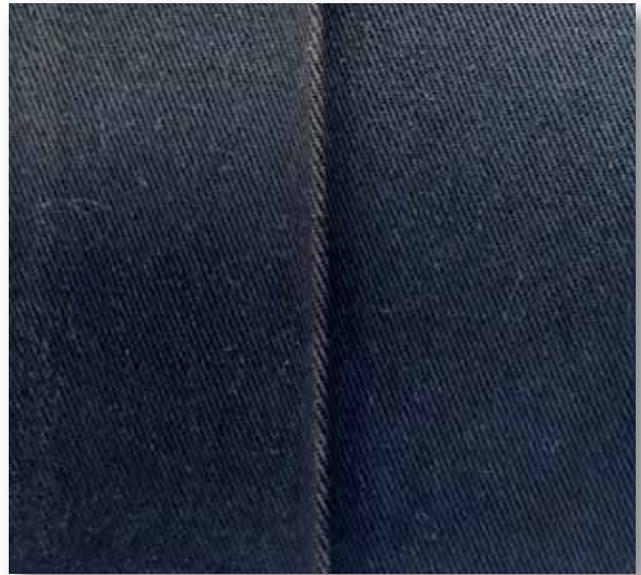
ASTM D4966- NUMBER OF CYCLES TO BREAK -SINGLE JERSEY FABRIC

# DURABLE PRESS PERFORMANCE

TOUGH COTTON™ technology goes beyond durability and abrasion resistance to offer wrinkle resistance for top and bottom weight wovens. Unlike traditional durable press technologies that may become brittle and weaken fabrics, TOUGH COTTON™ technology remains flexible to maximize comfort without any loss of strength. The durable press technology truly extends the life of the garment and keeps you looking sharp and wrinkle free.



**30 HLTDS**  
STANDARD DP FINISH



**30 HLTDS**  
TOUGH COTTON™



**26%** IMPROVEMENT

IN TEAR STRENGTH FROM  
STANDARD DP FINISHES

# TOUGH COTTON™

For more information on how to improve durability in your cotton products,  
please contact your Cotton Incorporated representative.

Cary

New York

Hong Kong

Shanghai

Osaka

Mexico City

