WHAT CONSUMERS ARE SAYING:

- **80%** of parents feel that durability and quality play an important role in purchasing decisions for children’s clothing.

- **58%** believe that “good quality” means durable or long-lasting, 23% believe it means good or strong fibers and materials, and 12% believe the garment was made well.

- **58%** say that quality and durability (49%) are very important in their clothing purchase decisions.

- **77%** say that better quality garments are made from all-natural fibers such as 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.

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
• Applicable on knit and woven fabrics
• Lasts the life of the garment
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. Fabrics treated with TOUGH COTTON™ technology offer enhanced durability — a combination of abrasion resistance, strength and colorfastness.

TOUGH COTTON™ technology is designed for a variety of product categories, from workwear to tailored apparel, depending on the type of application. No matter the product, fabrics treated with TOUGH COTTON™ technology are made to last throughout the life of the garment.
**HOW IT WORKS.**

TOUGH COTTON™ technology offers flexibility with resin and non-resin formulas. 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 formulas can be applied in fabric or garment form and can be combined with other performance finishes, such as STORM COTTON™ technology, to achieve the ultimate performance cotton garment.

TOUGH COTTON™ WOVENS ARE TESTED ACCORDING TO THE ASTM D4966 STANDARD

TOUGH COTTON™ KNITS ARE TESTED ACCORDING TO A MODIFIED ASTM D4966 STANDARD USING A 3M™ TRIZACT™ ABRADANT RATHER THAN WOOL TO TEST AGAINST A HARSHER SURFACE
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 job site. TOUGH COTTON™ technology for wovens offers significantly improved abrasion resistance compared to untreated cotton wovens. And don’t worry about that superior performance declining over time – TOUGH COTTON™ technology has you covered for the life of the garment.

UP TO 8 TIMES BETTER ABRASION RESISTANCE THAN UNTREATED COTTON FOR WOVENS
PLAY TESTED FOR KNITS.

Leave the worry at home. TOUGH COTTON™ technology makes knits stronger and last longer, no matter what you put them through. Clothes treated with TOUGH COTTON™ technology can withstand the toughest playgrounds, the most challenging obstacle courses, and tumbles off the bike. And TOUGH COTTON™ technology isn’t just for the kids — it will keep you protected and centered through the toughest yoga poses. TOUGH COTTON™ technology keeps clothes looking newer longer with improved abrasion resistance, so no need to replace clothes due to holes in the knees or elbows.

MARTINDALE ABRASION FOR KNITS

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ASTM D4966 Modified Test Method - # Cycles to Break, Twill Fabric

UP TO 4 TIMES BETTER ABRASION RESISTANCE THAN UNTREATED COTTON FOR KNITS
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.

DURABLE PRESS PERFORMANCE.

UP TO 26% IMPROVEMENT IN TEAR STRENGTH COMPARED TO STANDARD DP FINISHES
GlobaL AvaiLabiLity.

We can engineer a solution for you.

TOUGH COTTON™ technology was developed by Cotton Incorporated. We work with suppliers around the world to implement the technology and we make it easy for brands and retailers to use the technology on cotton products.

Marketing Resources Available for Use and Inspiration:

- Knit and woven fabric developments
- Licensed technology logo on products that meet fabric performance criteria
- Hangtags and other point-of-sale collateral as possible
TOUGH COTTON™ Technology Suppliers Available In:
- China
- Colombia
- Guatemala
- Hong Kong
- Indonesia
- Mexico
- Malaysia
- Nicaragua
- Pakistan
- Peru
- Singapore
- South Korea
- Thailand
- Vietnam

Cotton Incorporated Global Offices:
- New York, NY, USA
- Cary, NC, USA
- Mexico City, Mexico
- Osaka, Japan
- Shanghai, China
- Hong Kong
TOUGH COTTON™

To feature the TOUGH COTTON™ technology and logo on your products, contact your Cotton Incorporated account representative.

Learn more at CottonWorks.com