

# THE POWER OF THE SEAL





## WHY IT MATTERS

### *Not just another fiber*

From the clothing we wear to the fabric in our homes, **cotton is more than a fiber**. It's a symbol that's knit through our lives - trusted to swaddle newborn babies, stand up to performance, and define fashion trends. The Seal of Cotton trademark represents this long-standing familiarity that elevates cotton as The Fabric of Our Lives.



**82%** of parents prefer to dress their children in cotton<sup>2</sup> and **73%** of consumers say **100% cotton** is important when shopping for home fabric products.<sup>3</sup>

## BRAND IMPACT

### *Consumers trust cotton*

From apparel to home goods, cotton is a top choice **quality, comfort, sustainability, and fashion**. And since 1973, consumers have relied on the Seal of Cotton as a symbol of these values.<sup>1</sup> From hangtags to product packaging, the Seal of Cotton helps consumers identify products and brands they can trust.

<sup>1</sup> Cotton Incorporated 2016 Seal of Cotton Study

<sup>2</sup> Cotton Incorporated 2019-2021 Lifestyle Monitor™ consumer surveys

<sup>3</sup> Cotton Incorporated 2020 Lifestyle Monitor™ Survey

<sup>4</sup> Cotton Incorporated's 2020 Seal of Cotton survey



WHAT CONSUMERS THINK WHEN THEY SEE **THE SEAL OF COTTON**



85%

say the brand is **concerned with quality**<sup>4</sup>

84%

say the brand is **authentic and trustworthy**<sup>4</sup>

75%

say the brand is **stylish and on-trend**<sup>4</sup>



# NATURAL & DURABLE

## *Stand out for sustainability*

Sustainability is top of mind for many consumers. And as a natural fiber grown from the earth, cotton is a compelling solution to synthetics. **Not only does it outperform in quality and durability, but it also has hypoallergenic and non-irritating properties.**<sup>5</sup> Research has shown that cotton biodegrades in wastewater, saltwater, and freshwater, and does not contribute to widespread microplastic pollution.<sup>6</sup> The Seal of Cotton gives consumers peace of mind that the products they're purchasing are natural, sustainable, safe, and long-lasting.

**81%** of consumers agree that **cotton apparel is the most sustainable** compared to clothing made of synthetic fibers<sup>7</sup>

**84%** of consumers say it's important that the clothes they purchase are **durable enough to last a long time**<sup>9</sup>

**80%** of consumers say a brand using this **logo cares about the environment**<sup>8</sup>

**70%** of consumers **would pay more for a natural fiber** such as cotton<sup>10</sup>





## MARKETING COTTON

### *The power of the Seal is real*

The Seal of Cotton is an iconic point of distinction and powerful sales builder for brands and products. With more than 40 years of advertising support by Cotton Incorporated, it's no wonder that **8 in 10 consumers recognize the Seal of Cotton<sup>11</sup>** and believe it helps them identify products containing cotton.

75%

of consumers are loyal to brands using the Seal of Cotton<sup>12</sup>

78%

of consumers say that seeing this logo makes their shopping experience easier<sup>11</sup>

84%

of consumers say that a brand using this logo is trying to help them make an informed purchase decision<sup>11</sup>

85%

of consumers say they would like to see the Seal of Cotton on more products<sup>8</sup>

85%

of consumers perceive products that use the Seal of Cotton as soft, comfortable, natural, and of good quality<sup>11</sup>

85%

of consumers say the Seal of Cotton makes them feel they can rely on the product/brand it's associated with<sup>11</sup>

5 Cotton Incorporated 2019 clinical trials on Determination of the Irritating and Sensitizing Propensities of Mechanically Cleaned and Purified Cotton on Human Skin

6 Cotton Incorporated and North Carolina State University, Biodegradability Research (2019)  
<https://www.cottonworks.com/en/topics/sustainability/cotton-sustainability/biodegradability-of-cotton/>

7 Cotton Incorporated Lifestyle Monitor™ Survey

8 Cotton Incorporated's 2020 Seal of Cotton Consumer Research

9 Cotton Council International and Cotton Incorporated's 2020 Global Durability Study

10 Cotton Incorporated 2019-2021 Lifestyle Monitor™ consumer surveys

11 Cotton Incorporated 2020 Lifestyle Monitor™ Survey

12 Cotton Incorporated's 2020 Seal of Cotton survey

## NEXT STEPS

### *How to harness the power of the seal*

From packaging to window displays, **the Seal of Cotton can enhance a wide range of communications.** Ready to leverage the Seal of Cotton in your product line? The licensing steps are simple:

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



*your  
Brand*



## **THE BEST PART?**

There are no fees or royalties involved – **the only requirement is the use of cotton**



100%

Home Products



90%

Apparel Wovens



80%

Knit Fleece



90%

Apparel Knits



90%

Yarn/Fabrics



90%

Underwear



80%

Bras



75%

Socks/Hosiery



To feature the Seal of Cotton on your products, contact your Cotton Incorporated account representative.

**Learn more at [cottonworks.com](https://cottonworks.com)**

Cary

New York

Hong Kong

Shanghai

Osaka

Mexico City



**Cotton  
Incorporated**