

Cotton's mark of quality



As a symbol of natural fibre purity, luxury and comfort, the COTTON USA Mark helps leading towel brand Christy to promote its product quality and integrity

Whether shopping for hot fashion pieces or essential items for the home such as towels, consumers demand the same set of criteria from cotton textile products – they expect style and comfort in quality fabrics made from the finest fibres and an excellent standard of manufacturing. But how can they identify those attributes? It's simple – look for the COTTON USA Mark which distinguishes superior products made from cotton grown in the USA.

The Mark was launched in 1989 by Cotton Council International (CCI), the export marketing promotion arm of the U.S. cotton industry, to differentiate textile products made from 100% cotton

of which at least 50% is U.S. cotton. The aim of CCI is to heighten awareness of cotton quality in key global markets and increase demand for U.S. cotton.

Now, as it celebrates its 20th anniversary, the COTTON USA Mark continues to do exactly that, and the distinctive blue and white cotton boll design of the Mark is a reassurance of quality.

Over the years the list of COTTON USA licensees has continued to grow and now numbers many top manufacturing and retail brands, including Christy, the UK's number one towel brand which can trace its origins as far back as 1850.

For more information about COTTON USA email: sthiers@cotton.org or visit www.cottonusa.co.uk

Plush: towel brand Christy uses luxurious Supima® cotton in its products



Working together

So how does Christy work with Cotton Council International? Robert Walker, Christy's sales and marketing director, gives the answers:

Why did Christy become a licensee? Christy has used quality cotton for more than 150 years. We are renowned for our heritage and for using the best fibres. Supima® the extra long staple U.S. pima cotton, is the best cotton fibre available and has the same quality and integrity as Christy, so there is great synergy between us and CCI.

How has CCI helped Christy? By carefully managing the licensing and use of the COTTON USA Mark, CCI protects the integrity of the premier cotton yarn [used in Christy's towels]. In addition it provides funding for advertising to reinforce the message of quality.

What is it like working with CCI? CCI is proactive in promoting COTTON USA and Supima® and ensuring Christy is actively using the fibre and advertising it with the support CCI provides. CCI takes an interest and is helpful and responsive.

What ranges feature the COTTON USA Mark? The key Christy range is the Hygro Cotton towel called "Loft" which combines the firm's own hygro technology with Supima® to produce a premium, ultra-soft towel. This combination of leading technology with superior yarn produces possibly the best towel on the market. In addition, Christy supplies Marks & Spencer with its core Supima® towel range, bringing its reputation for dependable quality with the leading quality cotton yarn.

How do consumers relate to the COTTON USA Mark and Christy? Consumers come to Christy because they trust it to provide authentic quality. The COTTON USA logo provides a further reassurance of quality. ●