

Shopping can be confusing these days. Consumers are confronted by an array of fibre and fabric logos, tags and symbols. Who can blame them for being uncertain about what they represent?

But if they are buying U.S. cotton products, there's no confusion. There is only one label that stands out – the COTTON USA Mark. The distinctive blue and white Mark, with its cotton boll motif, identifies superior products made from cotton grown in the USA. The U.S. is the world's largest supplier of high-quality cotton and the leading innovator in enhancing the performance of cotton products.

For almost 20 years the COTTON USA Mark, launched by Cotton Council International (CCI), has signified that products bearing this logo are made from 100% cotton with at least 50% being grown in the USA. CCI has launched a new tagline to the COTTON USA Mark: 'COTTON USA Naturally', which highlights the purity and natural aesthetics of cotton products.

**American beauty: the label you can trust**

# Mark of quality for U.S. cotton



*In a sea of fabric logos and labels the COTTON USA Mark stands out to help consumers identify the finest quality U.S. cotton products*

**'Consumers are aware that the COTTON USA Mark is a symbol of comfort, versatility and luxury'**

The CCI began identifying U.S. cotton merchandise with the Mark in 1989 to create cotton quality awareness in global markets. It also wanted to increase demand for U.S. cotton products by working with trade and consumer licensees.

Today, the COTTON USA Mark is one of the most recognised textile symbols in apparel and home furnishings. It identifies and ingredient brands U.S. cotton products.

The success of the Mark has benefited U.S. cotton growers, exporters, spinners, weavers, knitters and garment producers, and signifies that products are made from cotton which has been produced responsibly. In 2007, 240 million textile units were labelled with the COTTON USA Mark.

It is visible at the retail level, enabling COTTON USA licensees, from big high street players such as Marks & Spencer, to exclusive brands like underwear retailer Bodas, to show customers the quality of U.S. cotton goods.

As Stephanie Thiers-Ratcliffe, CCI International Marketing Manager, says: 'Consumers are aware that the COTTON USA Mark is a symbol of comfort, versatility and luxury. It appeals to discerning consumers who appreciate this combination.' ●



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