Innovative Technical Options for New Cotton Products

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Cotton Incorporated
How Do Retailers and Brands Choose Among Fibers?

1. Price of Fibers
2. Marketing Factors
3. Technical Performance
COTTON SOLUTIONS

INSPIRED BY NATURE. TECHNOLOGIES BY DESIGN.
BY NATURE

- Natural
- Breathable
- Absorbent
- Soft
- Hypo-allergenic

BY DESIGN

- Stretch
- Water-repellent
- Moisture-managing
- UV protective
- Antimicrobial
Source: Cotton Incorporated Import Database, derived from Department of Commerce & USDA data sources
Water Repellent Technologies for Cotton

STORM COTTON™

STORM DENIM™
MEN'S TRIVERT LOGO PULLOVER HOODIE

4 REVIEWS

$50.00 - $60.00

COLOR: FIERY RED

SIZE:

ADD TO CART

ADD TO WISHLIST / FIND IN A TRF STORE
Cabela’s Storm Cotton™ Fleece

[Image of a camouflage hoodie]

STORM COTTON™
Water Repellent
Breathable
Dries Faster
MOISTURE MANAGEMENT TECHNOLOGY
TRUE PERFORMANCE.
NOT MARKETING HYPE.
Our exclusive FreeDry Cotton pieces wick moisture, dry quickly, and feature stretch fabric for comfort and mobility.

FREEDRY COTTON

QUICK DRY  MOISTURE WICKING

Next-Gen Cotton with Performance Tech

Shop Lookout

WOMEN ➤

MEN ➤

Lookout Full-Zip Hoodie ➤

Lookout Polo ➤

Lookout T-Shirt ➤

Lookout Pullover ➤
Z-Dri™

PRECIOUS CARGO
WE DID IT FIRST.
WE DO IT BEST.

The all-new Oh-So-Soft Stretch Cargo Capri will change the way you look at dance pants forever. The refreshed silhouette features Z-Dri™ technology plus innovative stretch fabric that lets you squat lower, pivot faster and shuffle smoother. Even after all these years, we’re still the one.

SHOP NOW
Spring calls for: LightLayer CottonSmart.

As the temperature rises and days grow longer, our flexible spring layers help keep you cool, dry, and comfortable.

Featuring
LightLayer CottonSmart Collection
Search results for 'transdry'

Cuddl Duds

LightLayer CottonSmart Cami
$32.00

LightLayer CottonSmart Ankle Pant
$30.00

LightLayer CottonSmart Racerback Tank
$30.00

LightLayer CottonSmart Hoodie
$55.00

LightLayer CottonSmart Short
$26.00

LIGHTLAYER CottonSmart
• Comfortable everyday wardrobe essentials
• Ultra-soft fabric with spandex for stretch
• Designed with TransDRY® cotton moisture management technology to allow wicking
ITO-YOKADO
TransDRY™ Adoption
exito: TransDRY® technology
“THE SMOOTHEST, GREATEST SHEETS YOU’LL EVER OWN”

— Men’s Fitness Magazine

Burn It!: Seven Things That Do Buy Happiness
January/February 2015

“MY FAVORITE SHEETS... THEY HAVE AMAZING TECHNOLOGY”

— TOMS Shoes founder Blake Mycoskie
PRO•COTTON PERFORMANCE SHEETS

SHEEX® PRO•COTTON Performance Sheets amp up the performance of traditional bedding through innovative technical SLEEP•TECH™ fabric advancements in temperature-regulation, breathability, and moisture-wicking. Traditional sheets trap excess heat against your body, which makes you hot and sweaty and, consequently, causes you to wake up in soaking wet sheets. SHEEX® PRO•COTTON offers the familiar comfort of cotton that you love with the added benefit of patented TransDRY® technology to release excess heat and wick moisture away from your body. You stay cooler, drier and more comfortable throughout the night, and you will sleep better and stay asleep longer with SHEEX® PRO•COTTON Performance Sheets.

TransDry®
Wicking properties help you stay dry throughout the night

Temperature Control
Fabric releases trapped body heat, keeping you cooler than traditional bedding

Super-Soft Touch
Our ultra-soft AMPED Cotton feels incredibly smooth against your skin

Breathability
Fabric breathes better than traditional bedding, creating superior comfort

Precision Fit
Flexible fibers and elastic band on the fitted sheet enhance a smooth, secure fit

Ultra-Last
Advanced fade, wrinkle and shrink resistance helps your sheets last longer and look better

<table>
<thead>
<tr>
<th>QUEEN SHEET SET</th>
<th>COLOR: XXXXXXXX</th>
<th>FPO</th>
<th>RN1 141796</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUEEN FLAT SHEET 90cm x 107cm / 35.4in x 42.1in</td>
<td>QUEEN FITTED SHEET 90cm x 152cm / 35.4in x 60in</td>
<td>2 STANDARD PILLOWCASES 50cm x 76cm / 20in x 30in</td>
<td></td>
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</tbody>
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SHEEX® is the original patented performance sleep brand. For more information, visit www.sheex.com/patents. SHEEX, the SHEEX logo, SHEEX Performance Sheets and related marks are trademarks of SHEEX, Inc. (USA) and/or SHEEX (UK) LTD. MADE IN TURKEY / FABRIQUE EN TURQUIE / HECHTEN IN TURQUIA.
Sheex®

Pro-Cotton Performance Sheets

TransDRY® Moisture Wicking

Temperature Control

Super-Soft Touch

 breathable comfort

Queen: $199

King: $49

Set of 3 Sheets: $59
Hybrid resuable / disposable diaper that has created a new category in cloth diapering.

Features 100% cotton, TransDRY technology in the inside liner to move moisture to the core of the diaper, where it is absorbed.
CONSUMERS LOVE ACTIVEWEAR BUT HATE ODOR

Natural Odor Control with Cotton

More than 8 in 10 consumers are bothered by odor in activewear

65% of consumers make activewear purchase decisions based on odor and washing clean.

92% of consumers say they wear activewear for purposes other than exercise.

66% of consumers say they would love to wear their activewear after working out, but they are often too smelly to wear for the rest of the day.
Clothing worn next to skin during workouts creates a moist micro climate which fosters the growth of bacteria.
Polyester activewear smells worse and doesn't wash clean.

Carboxylic acid build up causes odor

<table>
<thead>
<tr>
<th></th>
<th>Carboxylic acid (sum of total peak area gas chromatography analysis)</th>
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</thead>
<tbody>
<tr>
<td>washed cotton</td>
<td>1,288,138</td>
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<tr>
<td>washed polyester</td>
<td>13,795,473</td>
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<tr>
<td>unwashed cotton</td>
<td>5,236,073</td>
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<tr>
<td>unwashed polyester</td>
<td>35,683,381</td>
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</tbody>
</table>
Live subjects claim polyester stinks and doesn’t wash clean.

Research shows polyester captures and retains more odor than cotton.

- Odor on polyester is 62% more intense after washing than cotton.
- Odor on polyester is 93% more intense after workouts than cotton.
When they demand more.

Advanced Cotton Technology.

THE SOLUTION

Control odor naturally with cotton.

For increased moisture management and odor control implement cotton technologies.

When they demand more. Advanced Cotton Technology.
SWEAT-HIDING TECHNOLOGY

STAY COMFORTABLE AND LOOK FRESH
WHAT IS SWEAT-HIDING TECHNOLOGY?

Multifunctional innovation that wicks sweat from the skin and hides unwanted sweat marks.
When they demand more.

Advanced Cotton Technology.

DUAL APPLICATION prints high-performance wicking finish on the inside of the fabric and a breathable moisture barrier on the outside.

When they demand more. Advanced Cotton Technology.
When they demand more. Advanced Cotton Technology.
INNER LAYER

absorbs and wicks moisture for enhanced comfort.

Untreated Cotton: 15.0
Sweat Hiding 95% Cotton 5% Spandex Jersey: 25.0
Sweat Hiding 100% Cotton Pique: 27.0
OUTER LAYER
moisture barrier prevents sweat marks from showing.

Untreated Cotton

SWEAT HIDING
95% Cotton
5% Spandex
Jersey

SWEAT HIDING
100% Cotton
Pique

When they demand more.
Advanced Cotton Technology.
When they demand more. Advanced Cotton Technology.

DRIES FASTER.

Sweat hiding technology dries up to 50% faster than untreated cotton.
Cotton fabrics can be uniquely engineered to increase loft and trap air, significantly improving the overall insulating capacity of cotton. Designed for active and outdoor markets, insulating cotton fabrics naturally protect against wind and provide thermal regulation while maintaining comfort. Coupled with topical finishes, coatings or laminated layers, these fabrics can be further enhanced to offer complete moisture management and water-repellent protection, keeping you dry and warm.
NATURAL INSULATING PERFORMANCE OF COTTON

Two unique fabric constructions can be engineered to offer consumers insulating properties of thermal and wind resistance in cotton.

Single knit jacquard blister
Double knit spacer

MAXIMUM WARMTH
INCREASED LOFT CREATES WARM MICROCLIMATE

SUPERIOR COMFORT
SOFT HAND AND STRETCH

EASY CARE
MACHINE WASHABLE AND WASHES CLEAN

UNIQUELY CONSTRUCTED
ENGINEERED WITHOUT FUNCTIONAL FINISHING

ADVANCED PERFORMANCE
ENHANCED THROUGH FUNCTIONAL FINISHING TO OFFER ADDITIONAL PROTECTION
The technical construction of the single knit jacquard blister creates performance attributes that are beneficial in cold and windy conditions. The technical structure consists of a flat and tightly knitted outer surface and an insulated interior with rippled peaks and valleys.

**Wind RESISTANCE**
The tightly constructed outer layer reduces the amount of air that can permeate the fabric, creating a high resistance to wind.

**Thermal RESISTANCE**
The large amount of surface area created by the numerous folds and grooves trap air and give high resistance to heat transfer.
SINGLE KNIT

**SK-1983-3**
- compact ruffle knit
- 96% cotton/4% spandex
- 17.8 oz/yd²

**SK-1983-4**
- wavy ruffle knit
- 96% cotton/4% spandex
- 24.7 oz/yd²

**SK-1983-2**
- compact ruffle knit
- 96% cotton/4% spandex
- 24.3 oz/yd²

**SK-1983-5**
- wavy ruffle knit
- 96% cotton/4% spandex
- 16.6 oz/yd²

**SK-1983-4P**
- discharged wavy ruffle knit
- 96% cotton/4% spandex
- 16.3 oz/yd²
Double knit spacer fabrics, made from cotton, nylon and spandex, are intended for mid and outer layer garments. Two lightweight fabrics are produced by plating cotton and spandex to create a dense, stretch fabric. These two fabrics are tacked together by monofilament nylon creating a soft, sponge-like, insulating fabric for the activewear market.

Wind RESISTANCE
The tightly constructed cotton/spandex outer layer serves as a barrier to wind and other elements. The inner most layer of this fabric is the same construction that helps shield the elements and keep in the warmth.

Thermal RESISTANCE
The monofilament that tacks together the outer and inner fabrics serves as an insulating layer creating a warm microclimate that reduces heat transfer and maintains body temperature.
Insulating cotton fabrics naturally deliver maximum warmth and comfort during outdoor activities. These unique constructions for mid and outer layer garments offer maximum flexibility in layering and protection against cold conditions.

Single knit jacquard blisters and double knit spacer fabrics can be further enhanced to deliver superior moisture management and water repellency with the addition of Cotton Incorporated performance technologies.

To request samples of insulating fabrics or other engineered constructions, please contact your Cotton Incorporated Executive Account Manager.
Top Cotton End-Use Apparel Categories

- Knit Tops: 32%
- Non-Denim Bottoms: 20%
- Undies, Socks, Nightwear: 14%
- Denim Bottoms: 12%
- Woven Tops: 6%
- Coats: 5%
- Other: 11%

Source: Cotton Incorporated Import Database, derived from Department of Commerce & USDA data sources
Liquid Ammonia Treated Knits

- Transforms the molecular structure of cotton
- Enhances – drape, sheen, shade and hand
- Presenting new opportunities in – womenswear, golf, knits
Innovative Technical Options for New Cotton Products

Mark Messura
Cotton Incorporated