

# Innovative Technical Options for New Cotton Products

Mark Messura  
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

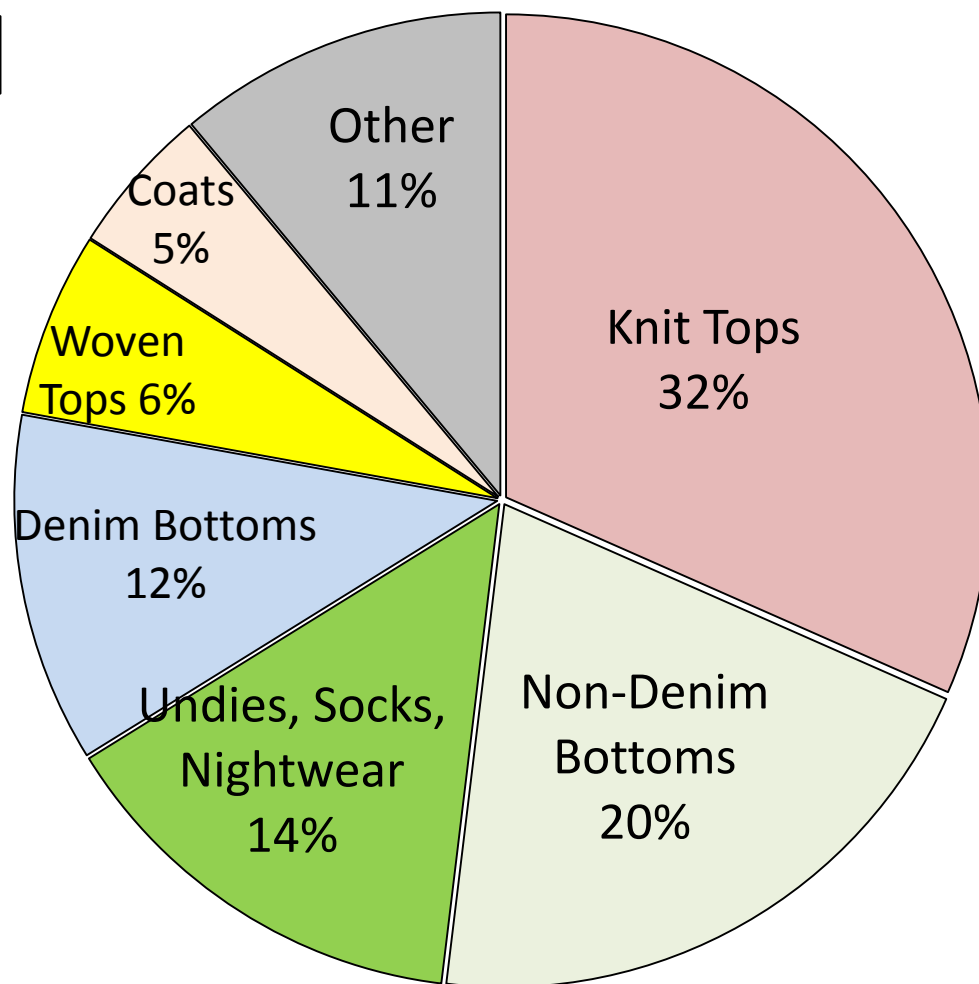
MOISTURE-MANAGING

UV PROTECTIVE

ANTIMICROBIAL



# Top Cotton End-Use Apparel Categories

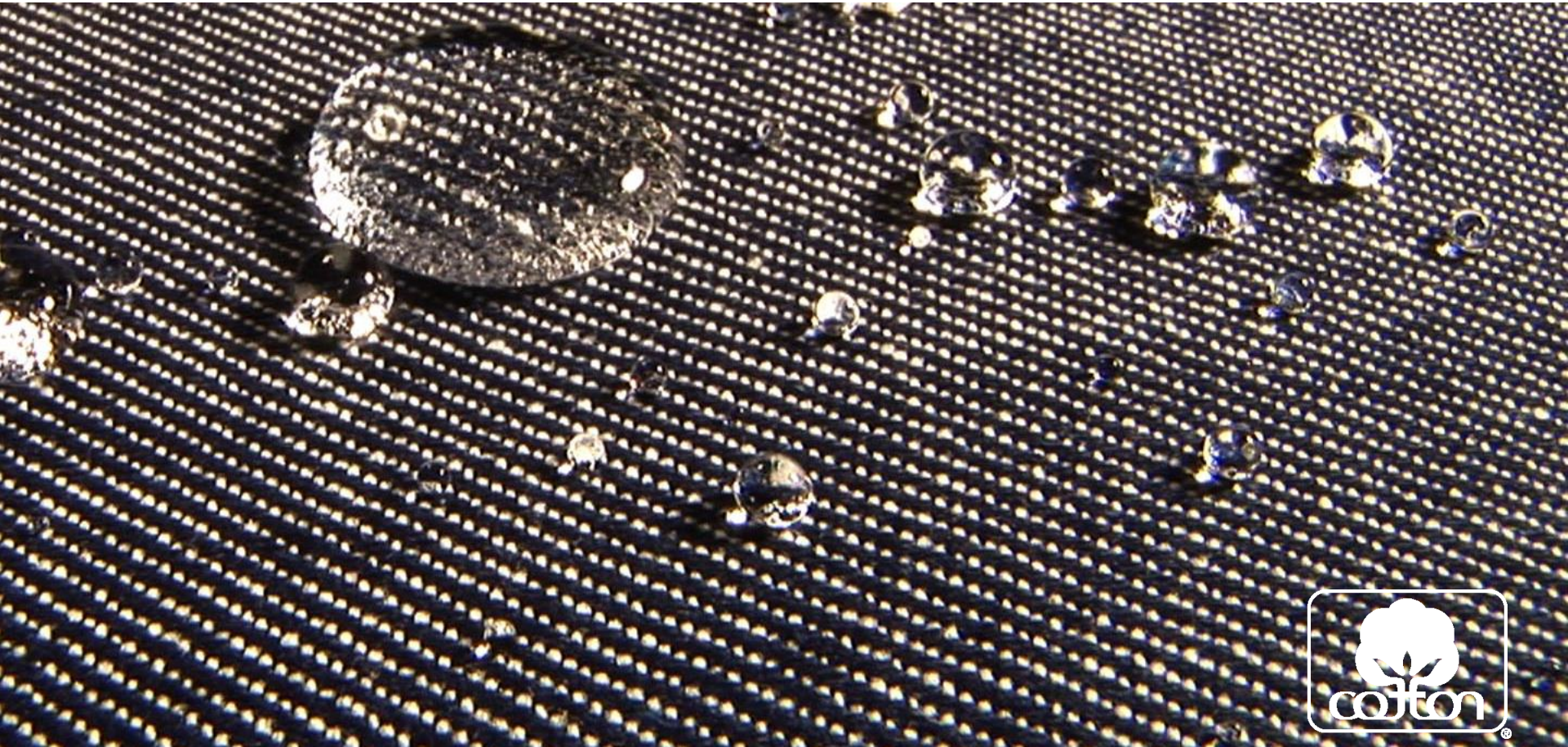




# Water Repellent Technologies for Cotton

STORM COTTON™

STORM DENIM™







## Cabela's Storm Cotton™ Fleece





# Cabela's

WORLD'S FOREMOST OUTFITTER®



Find a Store Near You

Store Flyers

Cabela's Canada



Gift Cards

SHOP

Save

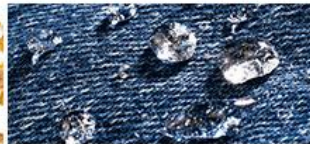
Sales & Bargains

Learn

Articles & Brands

STORM COTTON

You are Here: Search Results



CABELA'S ROUGHNECK™  
STORM COTTON™ WORKWEAR

SHOP NOW

## Search Results

You searched All Products for STORM+COTTON

Showing 1 - 20 of 152 total

Items per page 20

1 2 3 4 5 6 7 8 | Next



Cabela's Women's  
Storm Cotton™  
Full-Zip Hoodie  
\$79.99

★★★★★ (2)

☐ COMPARE



**NEW CAMO**  
Cabela's Men's  
1/4-Zip Pullover  
with Storm  
Cotton™  
\$64.99

★★★★★ (12)

☐ COMPARE



**NEW CAMO**  
Cabela's Men's  
Storm Cotton™  
Camo Hoodie  
Online Only Price  
Sale!  
\$59.99  
\$39.99

★★★★☆ (16)

☐ COMPARE



Cabela's Women's  
Storm Cotton™  
Camo Hoodie  
\$79.99

★★★★★ (1)

☐ COMPARE



Cabela's  
Guidewear® Men's  
Bass Angler Storm  
Cotton™ Hoodie –  
Tall  
Sale!  
\$89.99  
\$49.99

★★★★★ (11)

☐ COMPARE



Cabela's  
Roughneck™ Men's  
Storm Cotton  
Hoodie – Tall  
Sale!  
\$59.99  
\$49.99

★★★★★ (2)

☐ COMPARE



Cabela's  
Roughneck™ Men's  
Storm Cotton™  
Hoodie  
Sale!  
\$49.99  
\$37.49

★★★★★ (3)

☐ COMPARE



Cabela's  
Guidewear® Men's  
Xtreme Storm  
Cotton™ Hoodie –  
Tall  
Sale!  
\$89.99  
\$49.99

★★★★★ (8)

☐ COMPARE



**NEW!** Cabela's  
Guidewear® Men's  
Xtreme Storm  
Cotton™ Hoodie –  
Regular  
Sale!  
\$89.99  
\$49.99

★★★★★ (11)



Cabela's  
Guidewear® Men's  
Xtreme Storm  
Cotton™ Hoodie –  
Tall  
Sale!  
\$89.99  
\$49.99

★★★★☆ (2)



**NEW CAMO**  
Cabela's Men's  
Storm Cotton™  
Full-Zip Hoodie  
Sale!  
\$69.99  
\$59.99

★★★★★ (22)



Cabela's  
Roughneck™ Men's  
Storm Cotton™  
Hoodie  
Sale!  
\$59.99  
\$24.88

★★★★★ (44)



Cabela's Men's  
Storm Cotton™  
Sweatpants  
Online Only Price  
Sale!  
\$59.99  
\$39.99

★★★★★ (5)



Cabela's Men's  
Northern Flight™  
Storm Cotton™  
Hoodie  
Sale!  
\$79.99  
\$55.99

Not Rated



Cabela's Youth  
Xtreme  
Guidewear® Storm  
Cotton™ Hoodie  
\$69.99

Not Rated



Cabela's  
Roughneck™ Men's  
Storm Cotton™  
Berber-Lined  
Sweatshirt –  
Regular  
Sale!  
\$89.99  
\$79.99

★★★★★ (11)



Cabela's  
Guidewear®  
Women's Storm  
Cotton Hoodie  
Sale!  
\$79.99  
\$39.99

★★★★☆ (2)



**NEW!** Cabela's  
Guidewear® Men's  
Bass Angler Storm  
Cotton™ Hoodie –  
Regular  
Sale!  
\$89.99  
\$49.99

★★★★★ (7)



Cabela's  
Roughneck™ Men's  
Berber-Lined  
Sweatshirt with  
Storm Cotton™ –  
Tall  
Sale!  
\$89.99  
\$79.99

★★★★★ (4)



Cabela's  
Roughneck™ Men's  
Storm Cotton  
Hoodie – Regular  
Sale!  
\$59.99  
\$49.99

Not Rated



Cabela's  
Guidewear® Men's  
Xtreme Storm  
Cotton Hoodie –  
Regular  
Sale!  
\$59.99  
\$49.99

★★★★★ (2)



Cabela's Men's  
Riverbank Cotton  
Long-Sleeve  
Fishing Shirt  
Sale!  
\$39.99  
\$31.99

★★★★★ (4)



The North Face®  
Men's TriVert Logo  
Pullover Hoodie  
Select items on sale!  
\$50.00  
\$42.88 - \$50.00

★★★★★ (1)



Cabela's  
Roughneck™ Men's  
Storm Denim Jeans  
Sale!  
\$59.99  
\$41.99

★★★★★ (10)

# **MOISTURE MANAGEMENT TECHNOLOGY**



TRUE PERFORMANCE.  
NOT MARKETING HYPE.

TransD<sup>RY</sup>™





*Eddie Bauer* EST. 1920

*Our exclusive FreeDry Cotton pieces wick moisture, dry quickly and feature stretch fabric for comfort and mobility.*

**FREEDRY<sup>™</sup>**  
**COTTON**



QUICK  
DRY



MOISTURE  
WICKING



LOOKOUT FULL-ZIP HOODIE ▶



LOOKOUT POLO ▶



LOOKOUT T-SHIRT ▶



LOOKOUT PULLOVER ▶

**NEXT-GEN  
COTTON WITH  
PERFORMANCE TECH**

SHOP LOOKOUT

WOMEN ▶

MEN ▶

TRAVEX



**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](#)





## Women

### LAYER BY STYLE

Tees + Tanks  
Long Sleeves  
Wraps + Hoods  
Shorts + Leggings  
Socks

### LIGHTLAYER

LightLayer Softwear Stretch  
LightLayer SportLayer  
LightLayer CottonSmart

### LAYER BY COLLECTION

LightLayer **NEW**  
Climatesmart **SALE**  
Softwear Smart Layer **SALE**  
Softwear Lace **SALE**  
ActiveLayer **SALE**  
Comfortwear **SALE**  
Fleecewear Stretch **SALE**  
FlexFit **SALE**  
SecondLayer **SALE**  
Softwear Stretch **SALE**  
SportLayer **SALE**  
Thermal **SALE**  
Sleepwear **SALE**



GIFT CERTIFICATES

# 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'



LightLayer CottonSmart Cami  
\$32.00




LightLayer CottonSmart Ankle Pant  
\$30.00



LightLayer CottonSmart Racerback Tank  
\$30.00



 Cuddl Duds®



LightLayer CottonSmart Hoodie  
\$55.00

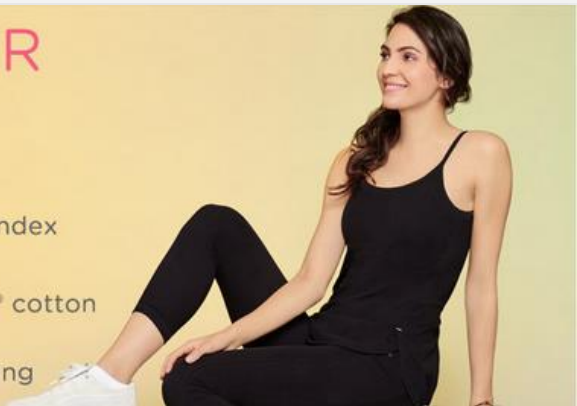


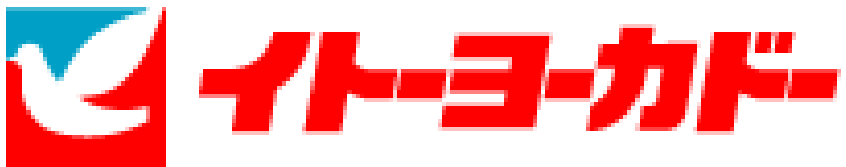
LightLayer CottonSmart Short  
\$26.00



### LIGHTLAYER CottonSmart

- Comfortable everyday wardrobe essentials
- Ultra-soft fabric with spandex for stretch
- Designed with TransDRY® cotton moisture management technology to allow wicking

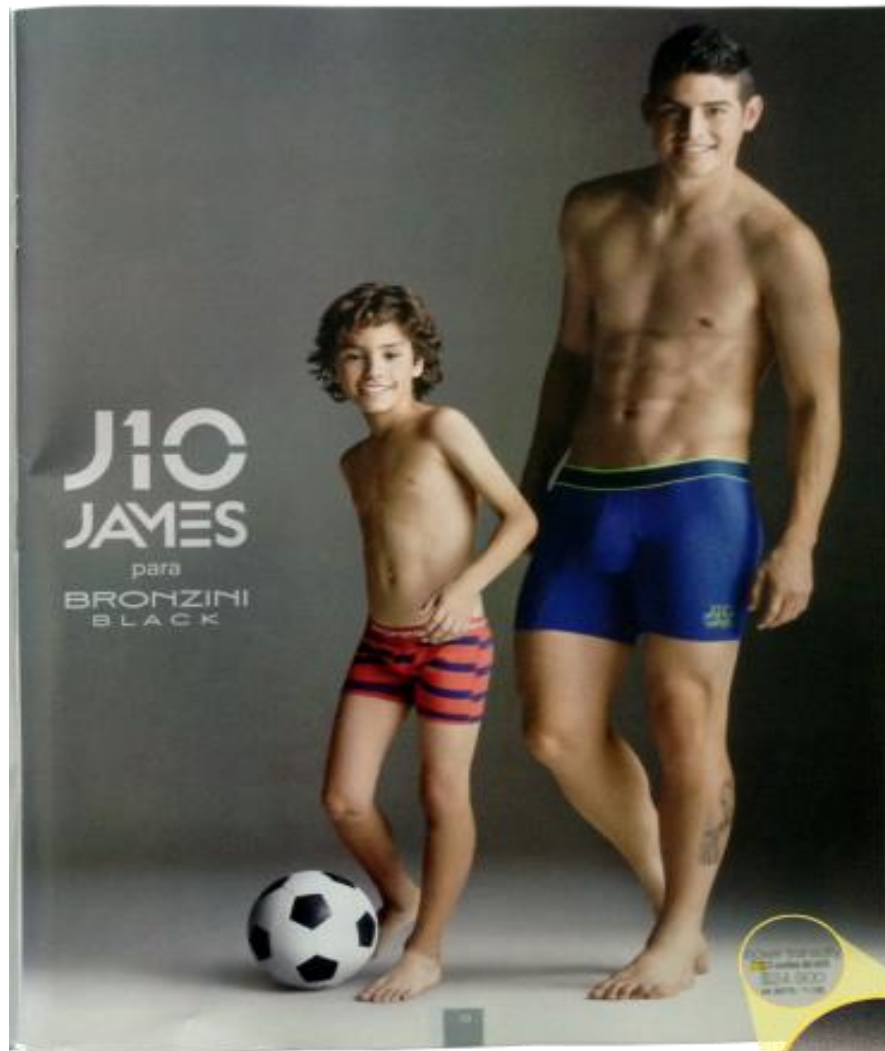




## ITO-YOKADO TransDRY™ Adoption



# exito: TransDRY® technology



bóxer transdry  
3 cuotas \$8.655  
\$24.900  
ref. 80775 - \*1.100



TransDRY™

El nuevo algodón

+fresco + seco + cómodo

TransDRY™ is a trademark  
of Cotton Incorporated



**OUR GIFT TO YOU**  
Enter Your Email for 15% off

**// FREE STANDARD SHIPPING**  
ON ALL DOMESTIC ORDERS

**S H E E X®**

SEARCH

EMAIL SIGN UP

MY ACCOUNT | CART (0)

WHY SHEEX®?

PERFORMANCE BEDDING

PERFORMANCE SLEEPWEAR

COLLECTIONS

SLEEP SYSTEM

OUTLET

PERFORMANCE  
BEDDING

SHOP NOW

MEN'S  
SLEEPWEAR

SHOP NOW

WOMEN'S  
SLEEPWEAR

SHOP NOW

SLEEP  
SYSTEM

LEARN MORE

**"THE SMOOTHEST,  
GREATEST SHEETS  
YOU'LL EVER OWN"**



— Men's Fitness Magazine

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



ventilation



# SHEEX®

## PRO•COTTON PERFORMANCE SHEETS



TransDRY® MOISTURE WICKING



SUPERIOR HEAT TRANSFER



**AMPED**  
COTTON COMFORT

QUEEN SHEET SET

## 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.

QUEEN SHEET SET  
COLOR: XXXXXXXXX

**FPO**

RN# 141796

### QUEEN SHEET SET

1 QUEEN FLAT SHEET 90in x 102in / 229cm x 259cm  
1 QUEEN FITTED SHEET 60in x 80in / 152cm x 203cm  
Fits mattresses up to 18in / 46cm deep  
2 STANDARD PILLOWCASES 20in x 30in / 51cm x 76cm  
100% Cotton

SHEEX® is the original patented performance sleep brand. Patents: <http://www.sheex.com/patents>. SHEEX, the SHEEX logo, SHEEX Performance Sheets and related marks are trademarks of SHEEX, Inc. Irmo, SC 29063 USA. MADE IN TURKEY / FABRIQUE EN TURQUIE / HECHO EN TURQUIA



TransDRY® and the Seal of Cotton are trademarks of Cotton Incorporated.

### 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





# PRO•COTTON PERFORMANCE SHEETS



TEMPERATURE CONTROL



TransDRY®  
MOISTURE WICKING



SUPER-SOFT TOUCH



BREATHABLE COMFORT



Queen	179 <sup>99</sup>
King	199 <sup>99</sup>
Standard pillowcases	49 <sup>99</sup>
King pillowcases	59 <sup>99</sup>







**Hybrid reusable / 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.



# THE **SCIENCE** OF ODOR

Clothing worn next to skin during workouts creates a moist micro climate which fosters the growth of bacteria.



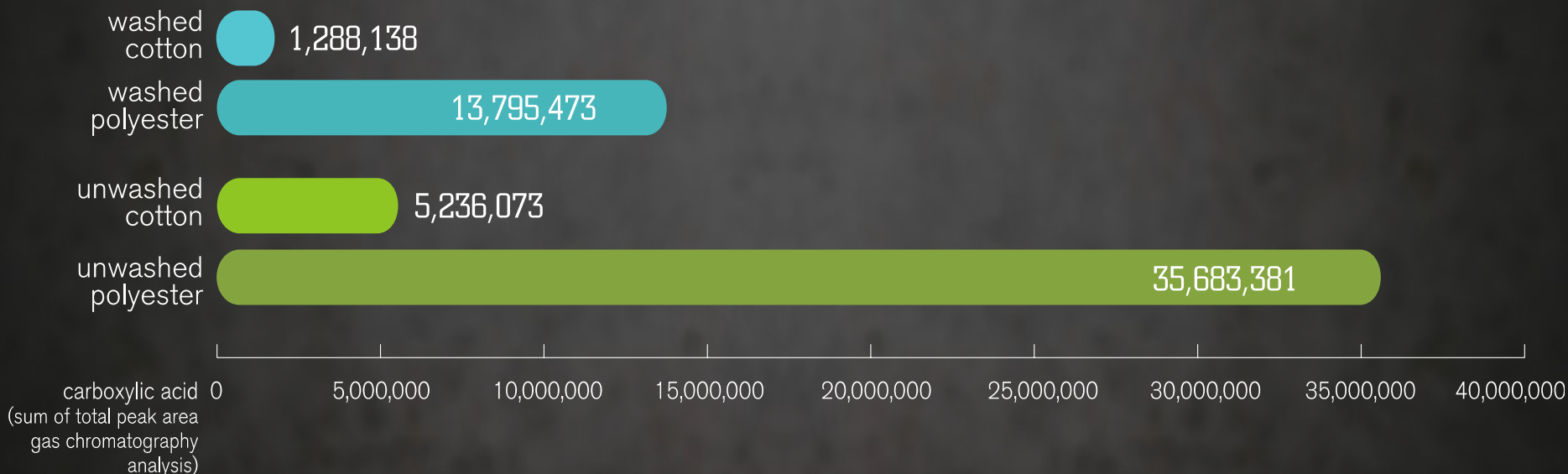




# THE EVIDENCE

Polyester activewear smells worse and doesn't wash clean.

## Carboxylic acid build up causes odor

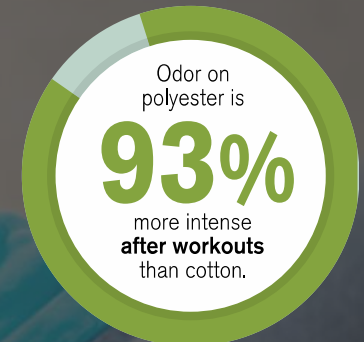
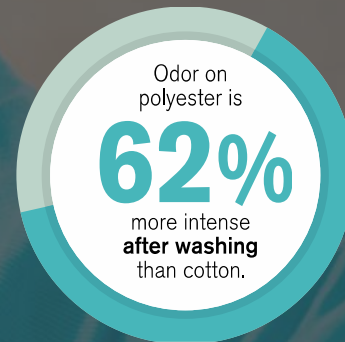




# THE EVIDENCE

Live subjects claim polyester stinks and doesn't wash clean.

Research shows polyester captures and retains more odor than cotton.



# THE SOLUTION

Control odor naturally  
with cotton.

TransDRY®

WICKING  
WINDOWS™

For increased moisture  
management and odor control  
implement cotton technologies.

When they demand more.  
Advanced Cotton Technology.





A photograph of three women walking outdoors on a path, smiling and looking at each other. They are wearing athletic clothing. The woman on the left is wearing a black zip-up jacket and a black headband. The woman in the middle is wearing a blue zip-up jacket. The woman on the right is wearing a blue long-sleeved shirt. The background shows trees with autumn foliage. A yellow diagonal overlay covers the bottom half of the image, containing the text.

# **SWEAT-HIDING TECHNOLOGY**

**STAY COMFORTABLE  
AND LOOK FRESH**



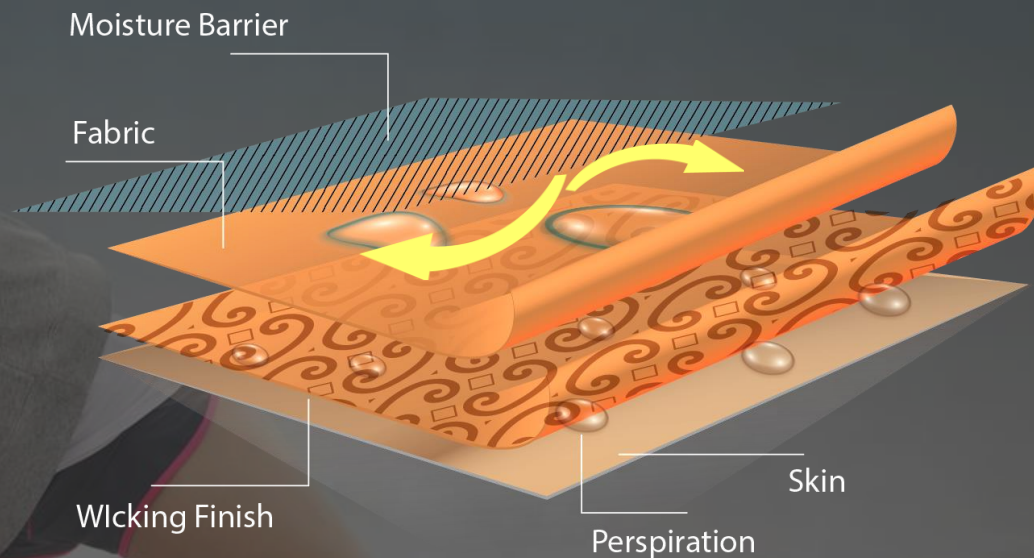
# WHAT IS **SWEAT-HIDING** TECHNOLOGY?

Multifunctional  
innovation that wicks  
sweat from the skin  
and hides unwanted  
sweat marks.

When they demand more.  
Advanced Cotton Technology.







# DUAL APPLICATION

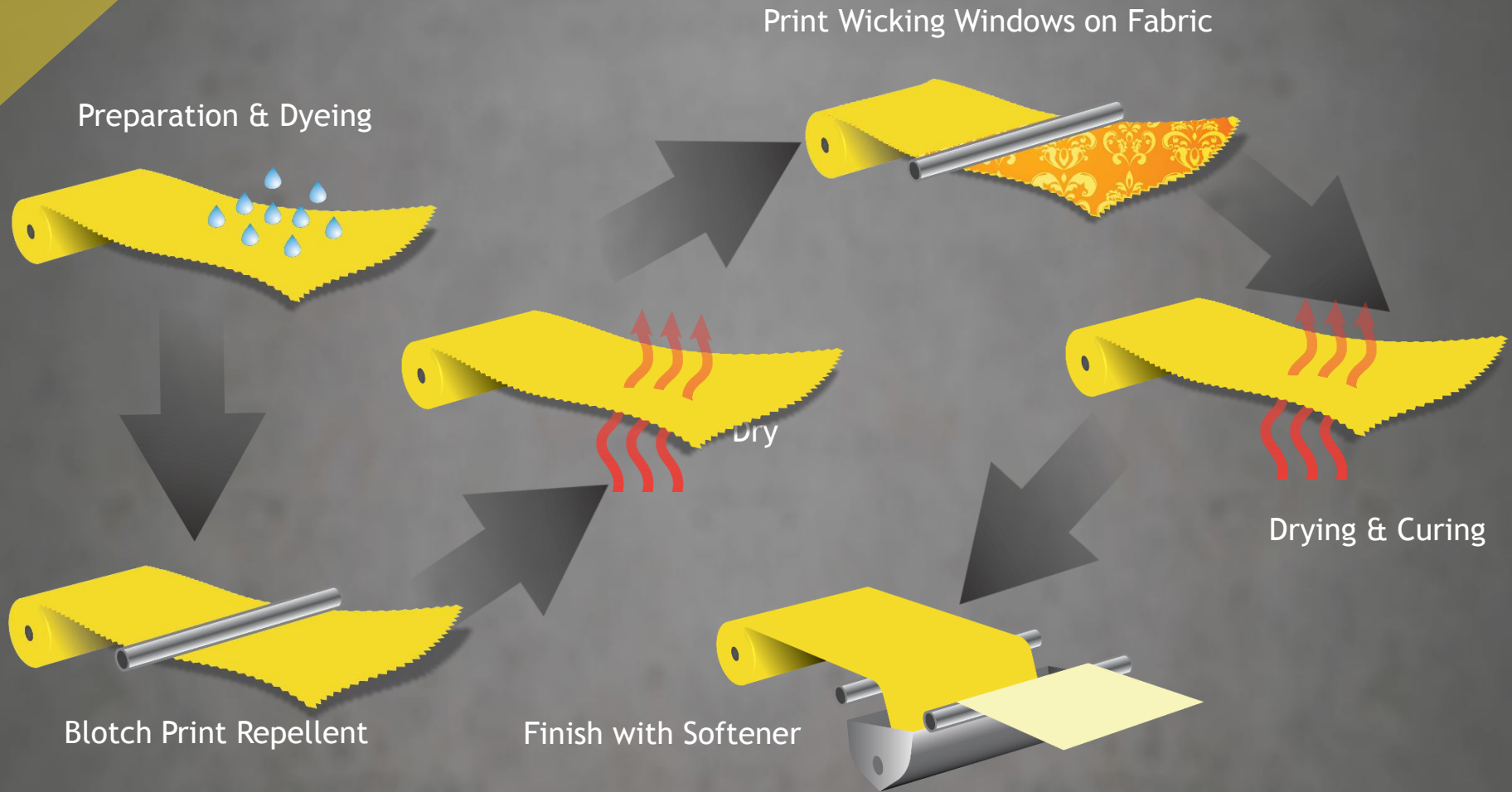
prints high-performance wicking finish on the inside of the fabric and a breathable moisture barrier on the outside.

When they demand more.  
Advanced Cotton Technology.





# DUAL APPLICATION PROCESS



When they demand more.  
Advanced Cotton Technology.



# INNER LAYER

absorbs and wicks moisture for enhanced comfort.

Untreated Cotton

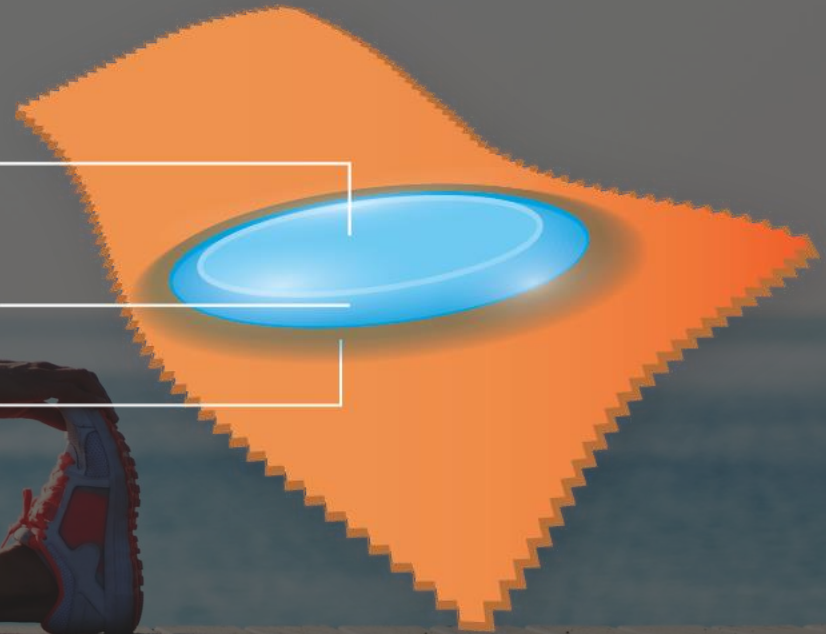
15.0

Sweat Hiding 95% Cotton  
5% Spandex Jersey

25.0

Sweat Hiding  
100% Cotton Pique

27.0

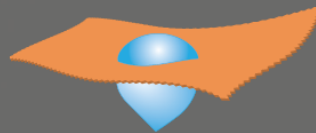


When they demand more.  
Advanced Cotton Technology.



# 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.





# DRIES FASTER.

UNTREATED

TREATED

Sweat hiding  
technology dries  
up to 50% faster than  
untreated cotton.

100% Cotton

Cotton/Spandex

100% Cotton

Cotton/Spandex

When they demand more.  
Advanced Cotton Technology.



A person wearing a light-colored hoodie and dark pants stands with their back to the camera, arms outstretched horizontally. They are positioned on the left side of the frame, facing a bright, hazy sky. The sun is low on the horizon, creating a strong lens flare and a warm, golden glow across the entire scene. The person's head is tilted back, and their hands are open, palms facing forward.

# ADVANCED COTTON TECHNOLOGY

---

ENGINEERED CONSTRUCTIONS



**ACTIVE**  
enhanced · engineered · embellished

# COTTON: ENGINEERED TO INSULATE



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*

# SINGLE KNIT *JACQUARD BLISTER*

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.



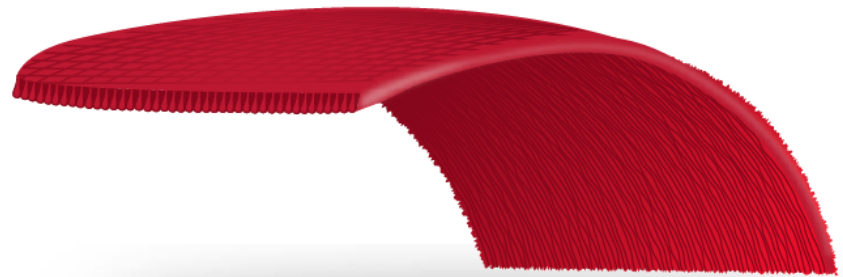
## WindRESISTANCE

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



## ThermalRESISTANCE

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





# SINGLE KNIT JACQUARD *BLISTER*



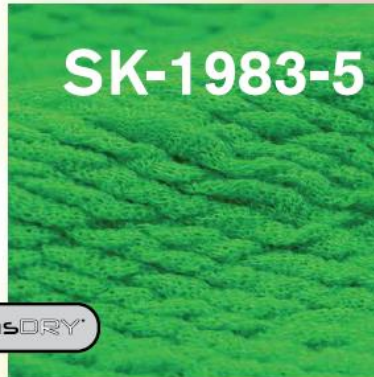
compact ruffle knit  
96% cotton/4% spandex  
17.8 oz/yd<sup>2</sup>



wavy ruffle knit  
96% cotton/4% spandex  
24.7 oz/yd<sup>2</sup>



compact ruffle knit  
96% cotton/4% spandex  
24.3 oz/yd<sup>2</sup>



wavy ruffle knit  
96% cotton/4% spandex  
16.6 oz/yd<sup>2</sup>



discharged wavy ruffle knit  
96% cotton/4% spandex  
16.3 oz/yd<sup>2</sup>



# DOUBLE KNIT SPACER

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.



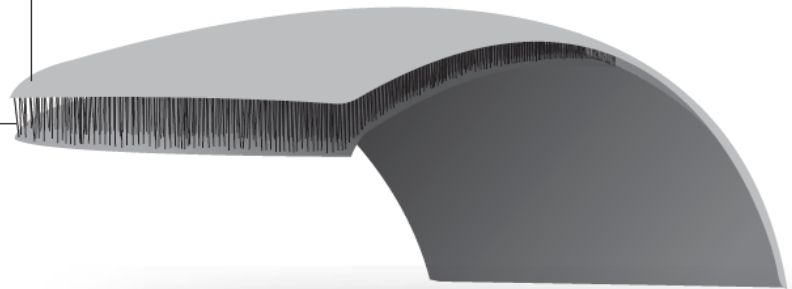
## Wind RESISTANCE

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.

TransDRY™

**STORM**  
**COTTON™**

**WICKING**  
**WINDOWS™**

To request samples of insulating fabrics or other engineered constructions, please contact your Cotton Incorporated Executive Account Manager.

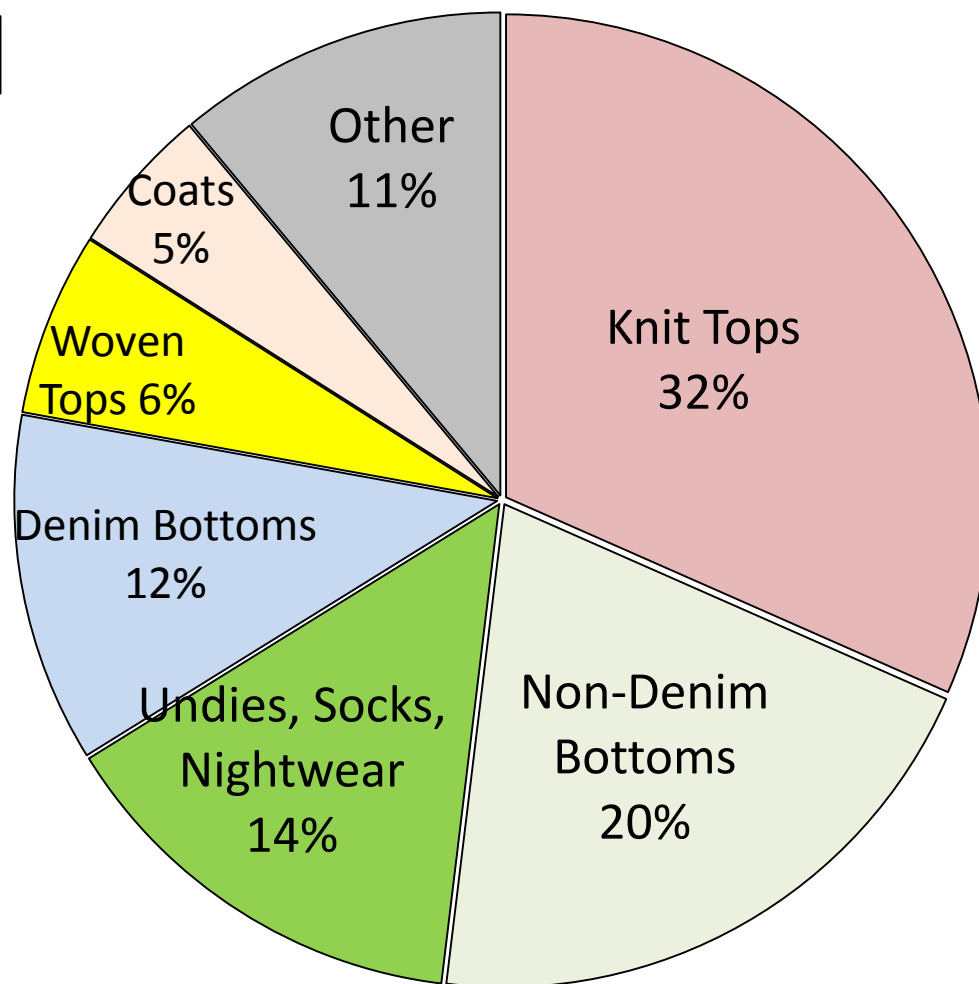


**Cotton**  
**Incorporated**

Cary, New York, Hong Kong, Shanghai, Osaka, Mexico City  
[www.cottoninc.com](http://www.cottoninc.com)

AMERICA'S COTTON PRODUCERS AND IMPORTERS,  
Service Marks / Trademarks of Cotton Incorporated, © 2016 Cotton Incorporated.

# Top Cotton End-Use Apparel Categories

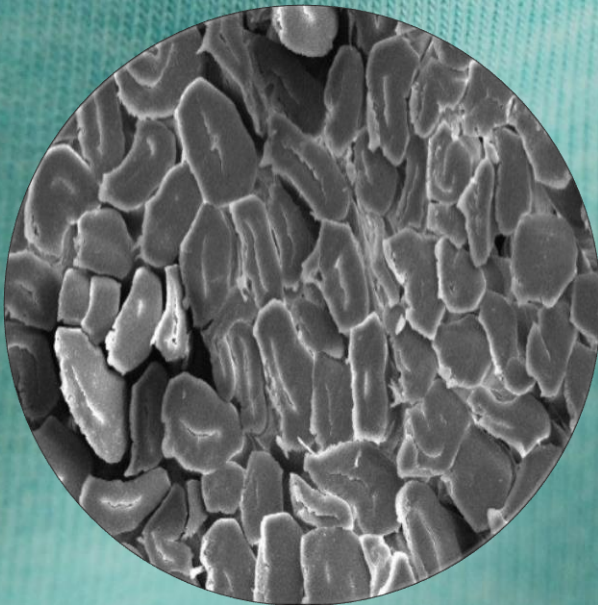




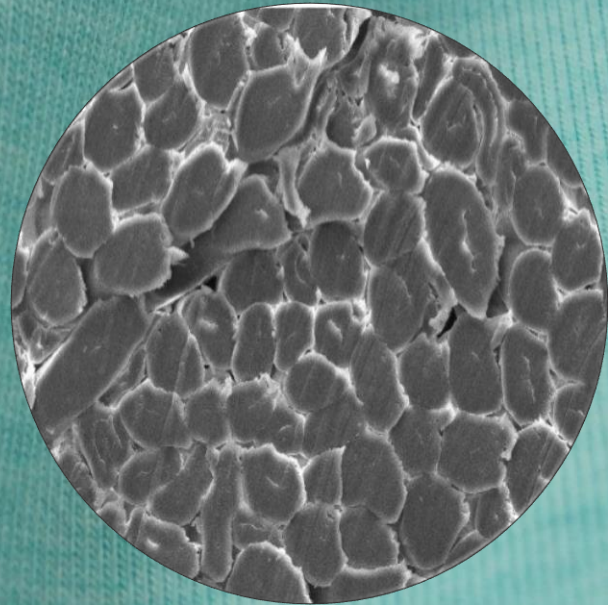
# Liquid Ammonia Treated Knits

- Transforms the molecular structure of cotton
- Enhances – drape, sheen, shade and hand
- Presenting new opportunities in – womenswear, golf, knits

**Untreated Cotton**



**Liquid Ammonia  
Treated Cotton**





CVS PREMIUM TRIPLE  
YOU PAY  
\$7.99

CVS TEEN STRIP KIT  
YOU PAY  
\$5.29

PLYTX SPRIT PADS, PC  
YOU PAY  
\$8.99

UBK UT OVINT CHARGES  
YOU PAY  
\$6.29



Made with 100% cotton.  
Hypoallergenic. For sensitive skin.

CVS CTN FM 1 NDC  
YOU PAY  
\$5.29

CVS CTN FM PD NM  
YOU PAY  
\$5.29

CVS CTN FM PD SP  
YOU PAY  
\$5.29

CVS CTN FM PD QV  
YOU PAY  
\$5.29



ABSORBS  
3X  
A STANDARD  
WETTING

seventh  
generation™



## Touch of Cloth™

The First Disposable Diapers Made with Pure Unbleached Cotton

Size  
16-28 lbs

3



### Super Absorbent

High-capacity core proven  
to capture and control messes



### Pure Unbleached Cotton

Backsheet made with unbleached cotton  
and no petrochemical plastic



### Perfectly Snug Fit

Stretch waistband and  
double leak-guard cuffs

76

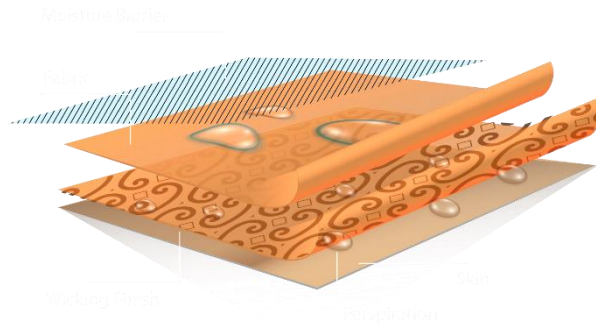


Clinically proven to be gentle on baby's skin

Free of these chemicals: synthetic fragrances, lotions







# Innovative Technical Options for New Cotton Products

Mark Messura  
Cotton Incorporated