

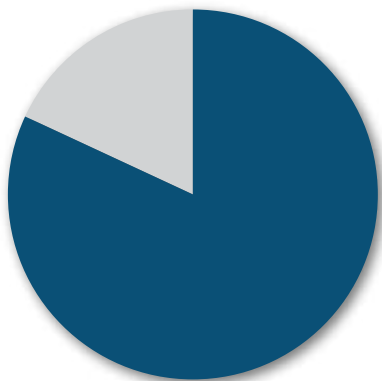


SEAL OF COTTON

TRADEMARK

AWARENESS

Over 8 in 10 consumers are aware of the Seal of Cotton trademark, significantly higher than other fiber-related logos.



 Seal of Cotton trademark



Lycra



Dri-Fit



Woolmark



Coolmax



Tencel



Veocel

PERCEPTIONS

Consumers associate the Seal of Cotton trademark with comfort, safety, naturalness, and trust. Percentage of consumers saying the Seal of Cotton trademark best fits with the following attributes:



Natural, 86%



Softness, 83%



Safe, 80%



Comfort, 79%



Trusted, 77%

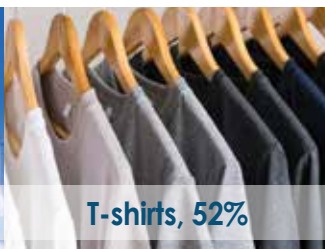


Sustainable, 77%

Consumers associate the Seal of Cotton trademark most with casual apparel, home textiles, and personal care products:



Underwear, 56%



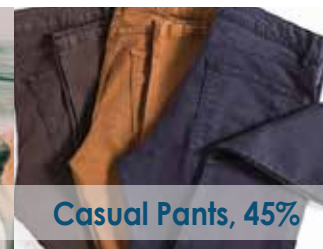
T-shirts, 52%



Bath Towels, 52%



Personal Care, 52%



Casual Pants, 45%



IMPACT

The Seal of Cotton trademark makes the consumer shopping experience easier.
Percentage of consumers who agree that...

92% The Seal of Cotton trademark helps identify a product as containing cotton.

85% The Seal of Cotton trademark makes me feel that I can rely on the product/brand it's associated with.

84% A brand using this logo is trying to help me make an informed purchase decision.

78% Seeing this logo makes my shopping experience easier.



BENEFITS

The Seal of Cotton trademark has a halo effect for brands.
Percentage of consumers who say a brand using the Seal of Cotton trademark is:

85%

CONCERNED ABOUT
QUALITY

84%

AUTHENTIC

84%

TRUSTWORTHY

83%

CARES ABOUT
SUSTAINABILITY

75%

STYLISH AND
ON-TREND

75%

LOYALTY TO BRAND
USING THIS LOGO

