

COTTON USA highlights the innovations for Home textiles sector

COTTON USA showcased latest innovations for the global home textile industry WHAT'S NEW IN COTTON™ including new innovative technologies to drive sales growth.

Bruce Atherley, CCI Executive Director said: It's been a little more than a year since we first introduced WHAT'S NEW IN COTTON™ initiative, and since then, we've had the opportunity to showcase some of the most exciting new innovations in the industry. At Heimtextil, we aim to demonstrate more of what's possible with the help of U.S. cotton. For example, COVEROSS® SAI technology, where more than five types of minerals are added on the sustainable US cotton fiber for functional and comfortable bed linen and apparel applications.

While talking about their participation at Heimtextil, he added that COTTON USA attracted many attendees to its

booth in hall 12.0 to learn about its collaboration with leading brands and retailers around the world, as well as how to license the COTTON USA™ Mark, which quantitative consumer research proves is of high value to consumers and can drive both preference and higher prices.

Additionally, COTTON USA highlighted U.S. cotton's sustainability, quality, transparency and premium value, as well as the findings of the current market and consumer studies and its ongoing Sourcing Programs that match U.S. cotton buyers and suppliers throughout the supply chain. Almost 80% of United States' cotton is exported, developing markets such as Pakistan are important aspects of our branding.

"Innovation is at the heart of everything we do," Atherley said. "As we begin our second year, expect to see

more of the creative solutions consumers and retailers have been looking for. We will continue to share new technologies and opportunities that help our partners move their business forward, and it starts with U.S. cotton."

Cotton Council International (CCI) is a non-profit trade association that promotes U.S. cotton fiber and manufactured cotton products around the globe with COTTON USA™ Mark. The association reach extends to more than 50 countries through 20 offices around the world. With more than 60 years of experience, CCI's mission is to make U.S. cotton the preferred fiber for mills/manufacturers, brands/retailers and consumers, commanding a value-added premium that delivers profitability across the U.S. cotton industry and drives export growth of fiber, yarn and other cotton products. ♦

