

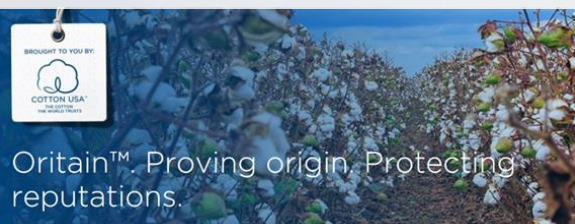
Cinte Techtextil China is the ideal trade fair for technical textile and nonwoven products in Asia. This year the fair welcomes **Cotton Council International (CCI)** from the **USA**, the export promotion arm of the National Cotton Council of America (NCC). CCI is a non-profit organization that promotes U.S. cotton fiber and manufactured cotton products around the globe with the COTTON USA trademark.

(Detailed product info featured on page 2.)

Cotton Council International, with 60 years experience promoting U.S. cotton fiber and products to trade and consumers, works with spinning mills, fabric and garment manufacturers, brands, retailers, textile associations, governments and the USDA to facilitate the use of U.S. cotton. CCI's reach extends to more than 50 countries through 20 offices around the world. 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.

Sustainability Goals

The U.S. cotton industry is building upon strong environmental gains already achieved over the past 35 years. The aim is to help members meet their current needs while making the world a better place for future generations.



Oritain™. Proving origin. Protecting reputations.

Cotton Council International (CCI)

at Cinte Techtextil China 2020
Visit them at **E1 - F02**

Company website: www.cottonusa.org
US Cotton Trust Protocol: www.trustuscotton.org



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techtextil**
CHINA



Cinte Techtextil China
2 – 4 September 2020
Shanghai New International Expo
Centre, China



U.S COTTON TRUST PROTOCOL

In a period of ever greater supply chain scrutiny and a growing demand for transparency and traceability, The U.S. Cotton Trust Protocol sets a new standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to sustainable cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol is a complement to existing sustainability programs. It is designed from the ground up to address the unique regulatory and larger farm growing environment of the United States.

The U.S. cotton industry is unique with mass-scale precision irrigation and fertilization based on in-field measurements, utilizing big data and automation to better increase efficiency and focusing on methods to improve soil health.

Please visit www.trustuscotton.org to learn more and sign up.

Premium Value

COTTON USA goes above and beyond to benefit your business.

COTTON USA is committed to creating programs, networking opportunities and educational forums that benefit mills, manufacturers, brands and retailers. It's all a part of the premium value brought to the entire supply chain. CCI's dedication to help build closer relationships between suppliers and buyers benefits the entire industry.

The COTTON USA Licensing Program

Licensees may utilize the COTTON USA™ Mark to highlight U.S. cotton products throughout the supply chain and at retail. COTTON USA™ supports partners with a range of value-added services, and the benefits of partnership are tangible. To qualify for a COTTON USA™ license, the products must contain greater than 50% U.S. cotton.

Reliable Fiber Traceability

Sustainability and traceability are becoming a necessity for both brands and consumers. However, the complex global supply chain in the textile industry makes it difficult to identify the origin of natural fibers. Oritain is a product testing service provider, analyzing the actual fiber itself at various stages throughout the supply chain, providing your business with reassurance in the integrity of your products. Oritain can test fiber at any stage in the manufacturing process to verify the origin back to your specific country, region or farm.

Independent verification by Oritain provides a valuable level of authentication through scientific validation, in support of all the U.S. grown cotton as well as the licensed supply chain with more than 700 COTTON USA™ licensees in globe.



Joining Cinte Techtextil China for the first time, CCI will be presenting ***U.S. cotton spunlace fabric, wipers, kitchen tissue, facial mask, cosmetic remover.***

Meet Cotton Council International (CCI) at Cinte Techtextil China!

Scan to ***Get Your Badge!***



Pre-register now and you may enjoy our ***NEW Online Business Matching Service*** where you can ***schedule your meetings*** with all of our exhibitors with just a few clicks!

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