

PUREPRESS™





FEEL GOOD ABOUT CLOTHES THAT LOOK GOOD.

You shouldn't have to worry about your wrinkled clothes in addition to worrying about that important presentation. PUREPRESS™ cotton technology is a durable press (DP) finish that keeps your clothes wrinkle-free and lets you be worry-free, all while adding strength and abrasion resistance. Whether you're traveling for a business meeting, sitting in a traffic jam on the way to the office, or crushing those back-to-back meetings, you can feel good about choosing a clean finish that keeps your favorite cotton clothing looking good.

WHAT CONSUMERS ARE SAYING: ^{1,2}

77% AGREE THAT BETTER QUALITY GARMENTS ARE MADE FROM ALL NATURAL FIBERS SUCH AS COTTON

67% SAY PERFORMANCE FEATURES ARE IMPORTANT IN THEIR CLOTHING PURCHASING DECISIONS

56% ARE VERY OR SOMEWHAT LIKELY TO PAY MORE FOR CLOTHING WITH WRINKLE-RESISTANCE PROPERTIES

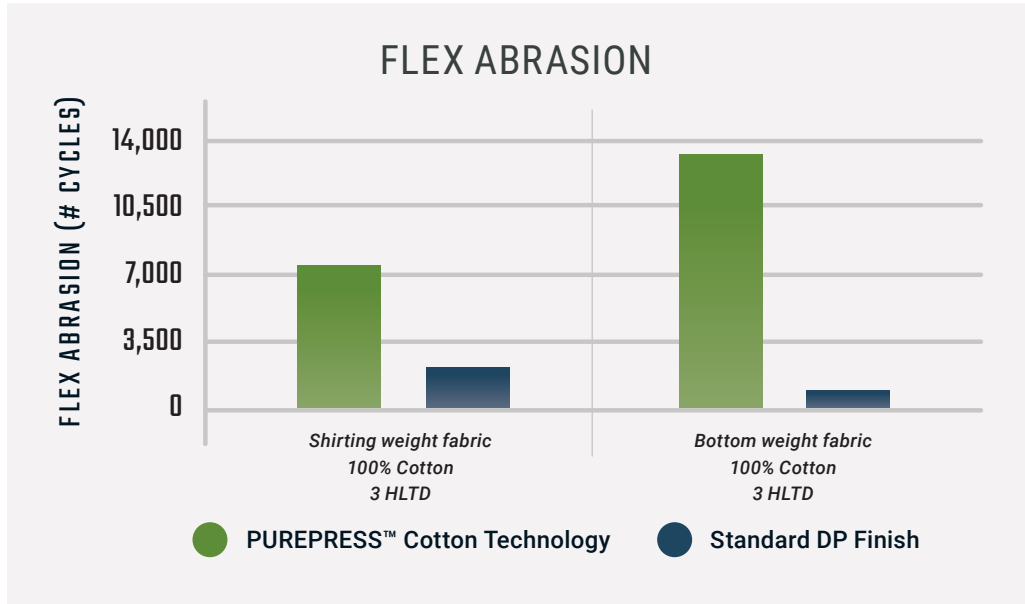
A BETTER WRINKLE-FREE SOLUTION.

Fabrics are treated with crosslinking resins to improve wrinkle resistance. Crosslinking helps fabrics look smooth, keep their shape, improve shrinkage and reduce pilling. Often, crosslinking resins used in wrinkle-free finishes contain residual formaldehyde, an ingredient that is under evaluation by many retailers and manufacturers in the textile industry. Applied through a standard pad, dry and cure fabric application process, PUREPRESS™ cotton technology offers resistance to wrinkles and abrasion – all without formaldehyde. Developed by Cotton Incorporated, PUREPRESS™ technology performs better than or equal to conventional resins that release formaldehyde.

- Removes byproduct effects from formaldehyde without sacrificing performance
- Improved tensile strength, tear strength, and abrasion resistance
- Eliminates yellowing, shade change, and odor
- Results in equal or better smoothness ratings compared to conventional resins

UNMATCHED PERFORMANCE.

Standard crosslinking resins weaken fibers and make clothing more vulnerable to abrasion. PUREPRESS™ cotton technology not only keeps your clothes looking great, it keeps them newer longer. The tear strength, tensile strength and abrasion resistance are all significantly improved with PUREPRESS™ technology when compared to a conventional durable press finish, on both shirting weight and bottom weight fabrics.



COMPARED TO STANDARD DP FINISHES:

- UP TO 14X BETTER ABRASION RESISTANCE
- UP TO 27% IMPROVEMENT IN TENSILE STRENGTH
- UP TO 27% IMPROVEMENT IN TEAR STRENGTH

WHY FORMALDEHYDE-FREE?

Formaldehyde is known for its preservative and anti-bacterial properties. In low levels, formaldehyde is not considered to be a health problem for the general population.³ High-level occupational exposure studies resulted in U.S. and international health agencies classification of formaldehyde as a known carcinogen.³

There is no U.S. regulation that limits formaldehyde in clothing. Some countries restrict formaldehyde based on type of item and age of the user. In those countries, the allowed level of formaldehyde in children's and adult's clothing worn against the skin is 75 parts per million (PPM) or less in one of the standard test methods. To be considered "formaldehyde-free", the testing must show 16 or less ppm which is the typical amount found around you in your home, office or environment.^{4,5}

With improved performance and safer chemistry, PUREPRESS™ cotton technology is a finish you can feel good about.

GLOBAL AVAILABILITY.

Suppliers approved to run this technology can currently be found in Mexico, Peru, and Thailand. Contact your account representative to learn more about how PUREPRESS™ cotton technology can fit into your supply chain and improve your cotton products.



PUREPRESS™

To feature the PUREPRESS™ technology and logo on your products, contact your Cotton Incorporated account representative.

Learn more at cottonworks.com.

Cary

New York

Hong Kong

Shanghai

Osaka

Mexico City



Cotton
Incorporated

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Source: ¹ Cotton Incorporated's Lifestyle Monitor™ Survey; ² CCI & Cotton Incorporated 2016 Activewear Study; ³ Center for Disease Control and Prevention Website "What You Should Know About Formaldehyde."; ⁴ American Apparel & Footwear Association Website "AAFA Restricted Substance List"; ⁵ U.S. Consumer Product Safety Commission Website "An Update on Formaldehyde" Technical Report.