



News Release

FOR IMMEDIATE RELEASE

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Gildan Activewear Joins COTTON USA in the USA Licensing Program

MEMPHIS, TN – Cotton Council International joins forces with Gildan – a leading global apparel manufacturer of T-shirts, sport shirts, fleece, underwear and socks – by licensing the company to begin using the internationally recognized COTTON USA Mark on products sold in the United States and abroad. “Not only does the COTTON USA Mark easily allow U.S. consumers to identify and purchase 100 percent U.S. cotton products, it also symbolizes the U.S. cotton industry’s leadership role and global commitment to sustainability in environmental, social and health initiatives,” said CCI President Clyde T. Sharp.

“The leadership position the U.S. cotton industry has taken mirrors Gildan’s approach to Genuine Stewardship, with a focus on four critical pillars: (1) environmental sustainability, (2) labor practices, (3) community involvement and (4) corporate governance. Gildan is pleased to place the COTTON USA Mark on the products we manufacture, under the Gildan brand and private labels,” said Garry Bell, Vice President of Global Marketing for Gildan.

Cotton, a renewable and biodegradable resource, is the largest natural fiber source in the global fiber, textile and apparel economy, representing roughly 80 percent of all natural fibers consumed. In the U.S. marketplace, products with a minimum of 95 percent cotton content and 100 percent U.S.- grown cotton fiber are eligible for licensing of the COTTON USA Mark.

“Gildan is one of the largest domestic consumers of U.S. cotton. With more than 1 billion units manufactured last year alone, Gildan recognizes the inherent value of the U.S. cotton supply. The economics and high quality of U.S. cotton have allowed us to develop our brand and to be competitive globally,” said Bell.

Sharp added, “Even if it is often impractical in today’s world to have finished apparel and home furnishings fully manufactured in the United States, we are pleased to have companies like Gildan committed to ensuring the long-term viability of U.S. cotton products available to American consumers.”

For more information on CCI and its COTTON USA Mark licensing program, please visit www.cottonusa.org

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Cotton Council International (CCI), the export promotion arm of the National Cotton Council of America, is dedicated to increasing U.S. exports of cotton, cottonseed and their products. In overseas markets, CCI represents the seven segments of the U.S. cotton industry: producers, ginner, warehouse, merchant, cottonseed handlers, cooperatives and manufacturers. With offices in Washington, Memphis, London, Hong Kong, Seoul and Shanghai and dedicated representatives in numerous other countries, CCI plays a major role in strengthening key markets for U.S. cotton and U.S. cotton products in Europe, Asia, Latin America, South Asia and Africa.

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