

COTTON USA Licensee in Colombia Improves Production Process With U.S. Cotton



COTTON USA licensee Tennis S.A., an important Colombian producer of knit and woven garments, increased its usage of U.S. cotton after receiving technical assistance from CCI and Cotton Incorporated that improved its manufacturing process. Tennis S.A. doubled its yarn purchases after working with COTTON USA and now consumes the equivalent of about 270 bales of U.S. cotton per month, valued at around \$67,500.

Tennis S.A. conveyed to COTTON USA that it was experiencing problems at three stages in its manufacturing process: managing shrinkage in cotton fabrics containing elastomers, preventing the fabric from twisting in the stentering machine and controlling pilling during laundering of the finished garments.

As an exclusive benefit to its COTTON USA licensees, CCI coordinates with

Cotton Incorporated to offer personalized visits by production specialists. These visits are designed to help companies address difficulties such as the ones Tennis S.A. was experiencing, and they encourage foreign manufacturers to loyally consume U.S. cotton.

After visiting Tennis S.A.'s plant, Cotton Incorporated's specialists made several recommendations that enabled Tennis S.A. to achieve greater control over its knit fabrics. CCI's commitment to addressing COTTON USA licensees' technical needs helped Tennis to face the competitive Colombian retail market with high quality knit garments.

Tennis S.A. expressed its appreciation for Cotton Incorporated's and CCI's support, and following the visit switched their sourcing away from Indian yarn and began importing U.S. cotton-rich yarn from a mill in Mexico.

MORE THAN JUST A FIBER

The technical support offered by the U.S. cotton industry helped COTTON USA licensee Tennis S.A. enhance its manufacturing process. Tennis S.A. has more than 50 stores throughout Colombia.

