



COTTON USA™
THE COTTON THE WORLD TRUSTS



SIDEFU
斯得福

LICENSE LEGENDS:

JIANGSU SIDEFU TEXTILE CO., LTD.



TO LEARN MORE, PLEASE CONTACT YOUR LOCAL CCI REPRESENTATIVE.
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WHAT:

3.82 million:

The numbers of pounds of U.S. cotton used in 2017, a 28% increase over 2016.

\$2.9 million:

The estimated value of the U.S. cotton fiber.

HOW:

A leading brand in China joined the COTTON USA licensing program in 2017 to provide U.S. cotton-rich linens to high-end hotels.

LICENSING LEGACY

Cotton Council International (CCI) launched its successful COTTON USA licensing program in 1989 and has since licensed more than 51,000 apparel and home textile product lines, targeted at consumers around the world. The COTTON USA licensing program is free in return for exclusive U.S. cotton product lines, and it enables CCI to reach millions of consumers with a marketing message about U.S. cotton.

In 2016, as part of a new focus on innovation and with the objective of expanding its reach to new target audiences, CCI began to visit companies that sold cotton-rich products to the hospitality industry. This is a “B to B” sale and offers the potential for large volumes of U.S. cotton, since the products include bed linens, towels and robes, all of which must be replaced at a high frequency due to guest usage.



A HOTEL FAVORITE

COTTON USA's first success in recruiting a new licensee in the hospitality industry came in China in January 2017. The latest COTTON USA licensee—Jiangsu SIDEFU Textile Co., Ltd.—provides superior linens for many upscale hotel chains, such as Starwood, Hilton and InterContinental, and has become the leading brand in the hotel linen industry in China.

The initial quantity of U.S. cotton consumption is approximately 3.82 million pounds valued at \$2.9 million but this success demonstrates COTTON USA's ability to attract new licensees in the hospitality industry, and CCI expects to get many more in the future. The COTTON USA product lines include: towels, bathrobes, pillowcases, bed sheets and duvets.



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SIDEFU introduced its SIDEFU X COTTON USA hotel linens in a Zen-style boutique hotel in Shanghai, Qingfeng Pushang. High-end hotels require linens that retain good quality after more than 100 high-temperature washes, so using trusted fabric is crucial. SIDEFU found that COTTON USA is the best choice for superior quality products that hotels and guests trust.

SIDEFU has led the way with the U.S. cotton hotel collection, and other boutique hotels in China have followed suit. This collection will gain even more attention at the 2017 Dubai Hotel Fair at which SIDEFU will set up a booth highlighting the U.S. cotton hotel collection.



U.S. COTTON'S CONSISTENCY & INNOVATION

SIDEFU relies on U.S. cotton for its consistency and innovation. U.S. cotton's consistency gives the company excellent management and control during the manufacturing process, reducing its cost and risk in purchasing products. Innovation is a hallmark of SIDEFU's products; it has an engineering technology research and development center, as well as a team of professional engineering technicians and patented technologies which guarantee its status as an industry leader in product innovation.



MAXIMIZE FUNDING

COTTON USA events are part of a comprehensive market development plan that enhances U.S. exports, increases U.S. farm income and expands U.S. jobs. All COTTON USA programs are the result of detailed market assessments, strategic program development and ongoing evaluations. CCI's COTTON USA licensing program is funded in part by the U.S. Department of Agriculture's Market Access Program (MAP) funding.

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CCI is an EEO employer.

