

CCI'S "COTTON COMFORT" PROMOTION INCREASES SALES OF HOME TEXTILES



CCI's 2003/2004 "Cotton Comfort" home textiles promotions with German department store chain Karstadt sold \$8,671,035 worth of U.S. cotton products. Sales increased 22 percent from the previous year's promotion.

The COTTON USA sale promotions supported sales of 775,440 COTTON USA Mark-labeled bed linens and terry towels supplied by the following COTTON USA licensees: Birlik, Kücükler, Yesim (Turkey); Fleuresse, Irisette, Kaepfel (Germany); and Nishat (Pakistan). The German licensees bought COTTON USA products from The Phiphatanakit Textile Co. Ltd. (Thailand); and Topkapi (Turkey). The "Cotton Comfort" promotion contributed to Germany's licensing of 19,617 U.S. bales in 2004.

Karstadt used the COTTON USA Mark in five editions of their 2004 daily newspaper sales brochure program, delivered to 6.4 million consumers nationwide. Recognition of the COTTON USA Mark among target consumers of home textiles increased to 45 percent in 2004 from 41 percent in 2003, due in part to COTTON USA "Cotton Comfort" promotions with Karstadt.

Ultimately, Karstadt invested 7.9 times more than CCI to execute the promotion and provided substantial administrative support.



Additionally, Karstadt changed buying habits to include more U.S. cotton. To increase the number of COTTON USA-labeled products, Karstadt encouraged its global suppliers to require a minimum of 50 percent U.S. cotton content and year-round COTTON USA labeling. In 2004, two additional companies agreed to supply only COTTON USA Mark-labeled products to Karstadt and signed COTTON USA licensing agreements: Turquaz (Turkey) and Bierbaum (Germany). In 2005, Sunvim and Loftex in China became new COTTON USA licensees thanks to Karstadt and CCI's Supply Chain Marketing program.

