



COTTON USA™
THE COTTON THE WORLD TRUSTS

SUCCESS STORY:

GILDAN ACTIVEWEAR INC.



TO LEARN MORE ABOUT LICENSEE AND PARTNERSHIP OPPORTUNITIES, PLEASE CONTACT YOUR LOCAL CCI REPRESENTATIVE. [**CLICK HERE**](#) TO VIEW THE LIST OF REPRESENTATIVES BY REGION.

TEN YEARS OF TRUST

For over 10 years now, Gildan Activewear Inc., one of the world's largest manufacturers of apparel and socks, has been a proud and loyal COTTON USA™ licensee. The COTTON USA™ Mark is proudly displayed across products and packaging for global brands like LSTYLE®, American Apparel®, Anvil®, Comfort Colors®, Gildan®, GoldToe®, Kushyfoot®, Peds®, and Secret Silky®. Throughout the ten-year partnership, Gildan has conducted annual tests to ensure they're using the highest quality cotton fiber. For Garry Bell, Gildan's Vice President of Corporate Marketing and Communications, three factors have made U.S. cotton the clear choice each year:

1. **Quality:** "U.S. cotton is the best quality cotton and allows us to be hyper-efficient with our manufacturing."
2. **Sustainability:** "U.S. cotton is grown in the most sustainable way that we know of on the planet."
3. **Labor Practices:** "U.S. cotton does not exploit labor and follows fair labor standards."

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TEN YEARS OF TRUST

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We have no hesitation investing in U.S. cotton because we are so confident in the quality of the U.S. cotton crop and return on investment it provides,” Bell said. “We know the product we’re getting with U.S. cotton, it delivers consistent quality and precision, helps eliminate waste, lacks the contamination found in cotton from other regions, and is the most economically viable option for us.

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BETTER FOR BUSINESS

As one of the world's largest vertically integrated manufacturers of apparel, Gildan controls and oversees almost every step in the manufacturing process, which includes finding the best raw fiber. U.S. cotton's consistency helps Gildan fine-tune their manufacturing to be hyper-efficient. Partnering with COTTON USA and using U.S. cotton helped them achieve their vision of creating positive impacts in apparel manufacturing by investing in technology, continuous improvements and sustainable solutions.



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RESPONSIBILITY

Gildan's strong support for U.S. cotton permeates through all its corporate and brand marketing. In fact, U.S. cotton is featured in their annually published Genuine Responsibility™ report. The Corporate Social Responsibility (CSR) program was developed more than 15 years ago to help manage daily operations and address their overarching priorities of people, environmental conservation, and community engagement. Gildan's CSR goals align perfectly with the goals U.S. cotton. Our U.S. cotton farmers practice sustainable growing and farming practices and implement fair labor policies into their farms. Garry Bell says Gildan's daily motto is "How can we do this better?", and that's a question they strive to answer every day. For ten years, U.S. cotton has been that answer.

COTTON USA is proud to have Gildan as a licensee and will continue working together to support and promote the U.S. cotton industry.

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