

A close-up photograph of cotton bolls and leaves. The cotton bolls are white and fluffy, partially covered by brown, dried leaves. The background is a soft, out-of-focus landscape with a warm, golden light on the left side, suggesting a sunset or sunrise. The overall tone is natural and high-quality.

SUPIMA[®]

WORLD'S FINEST COTTONS

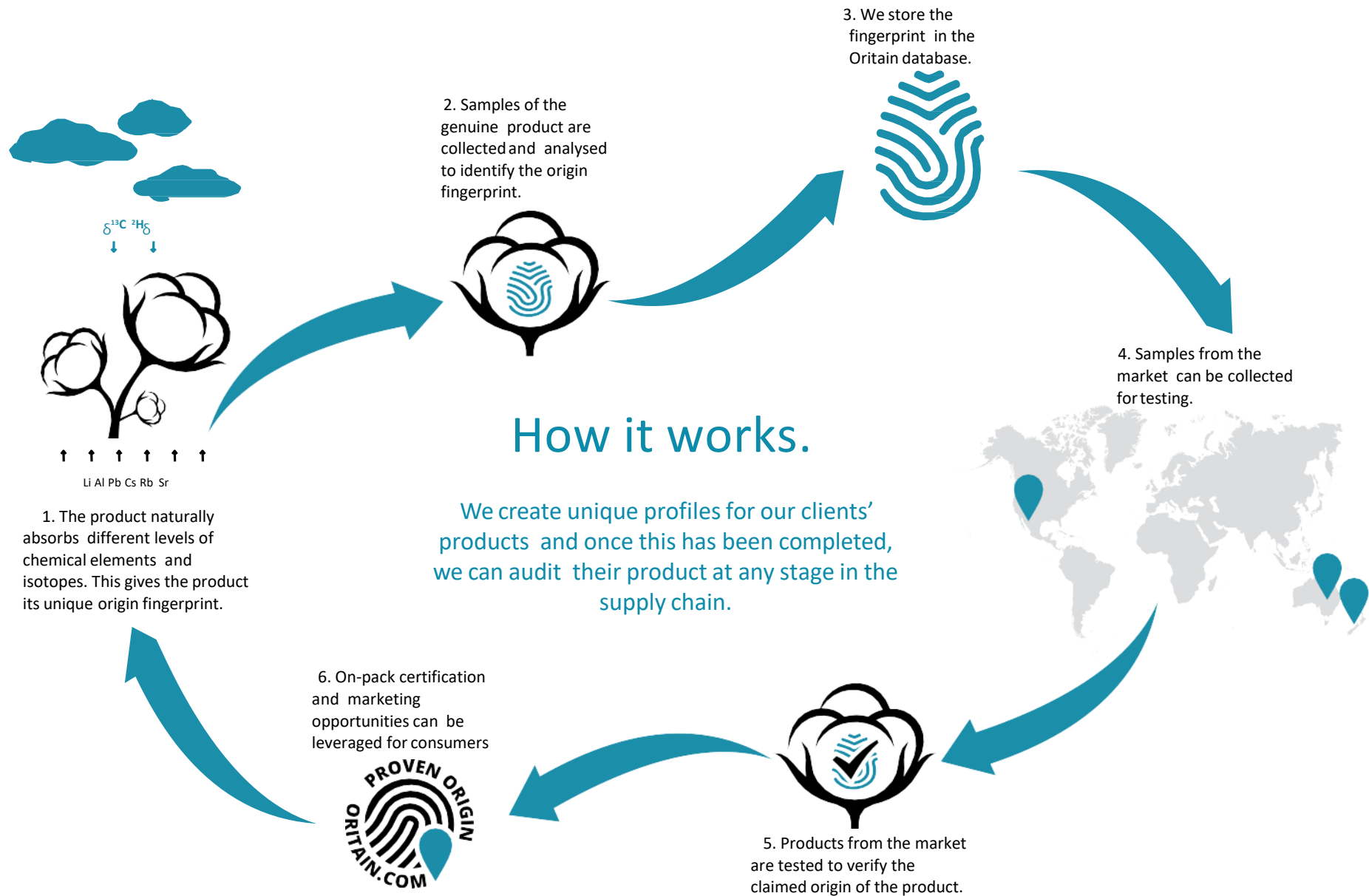
TRACEABILITY, TRANSPARENCY AND AUTHENTICITY



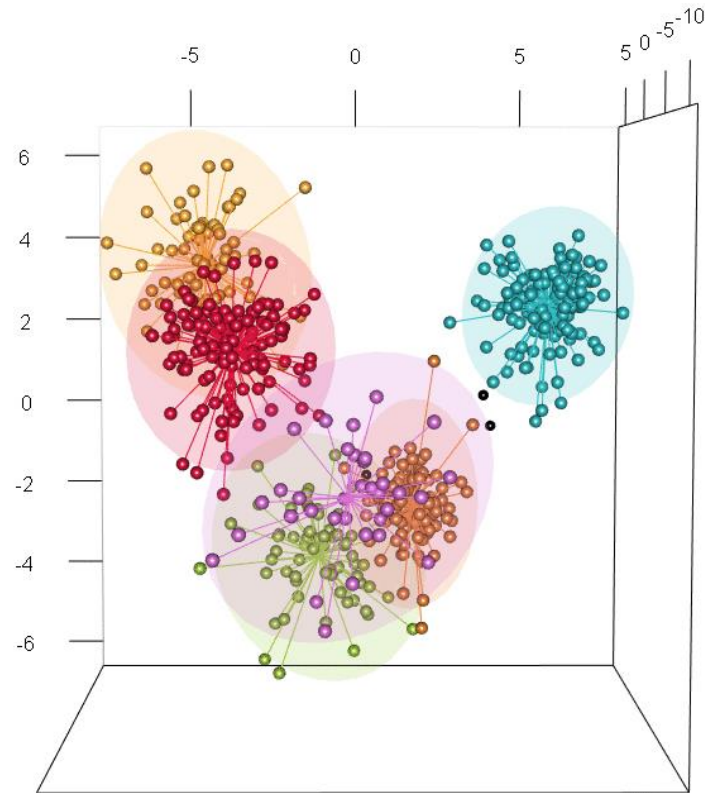


ORITAINTM

PROVING ORIGIN, PROTECTING REPUTATIONS



TESTING EXAMPLE – SUPIMA & INDIA



- Australia
- China
- East Africa
- India
- JGB California
- South East USA
- India/JGB Blends



When cotton is blended with another origin, the chemical fingerprint changes such that it becomes **the average of the two blend components**



This is represented in the plot as a tested sample which appears in 'white space', i.e. not definitive to one origin

Proprietary and Confidential

Traceability like no other

We've harnessed the power of science to provide a traceability solution unlike anything else. Rather than using packaging or labels like most traceability systems, we scientifically test the cotton itself, to determine where it comes from. Truth lies within.

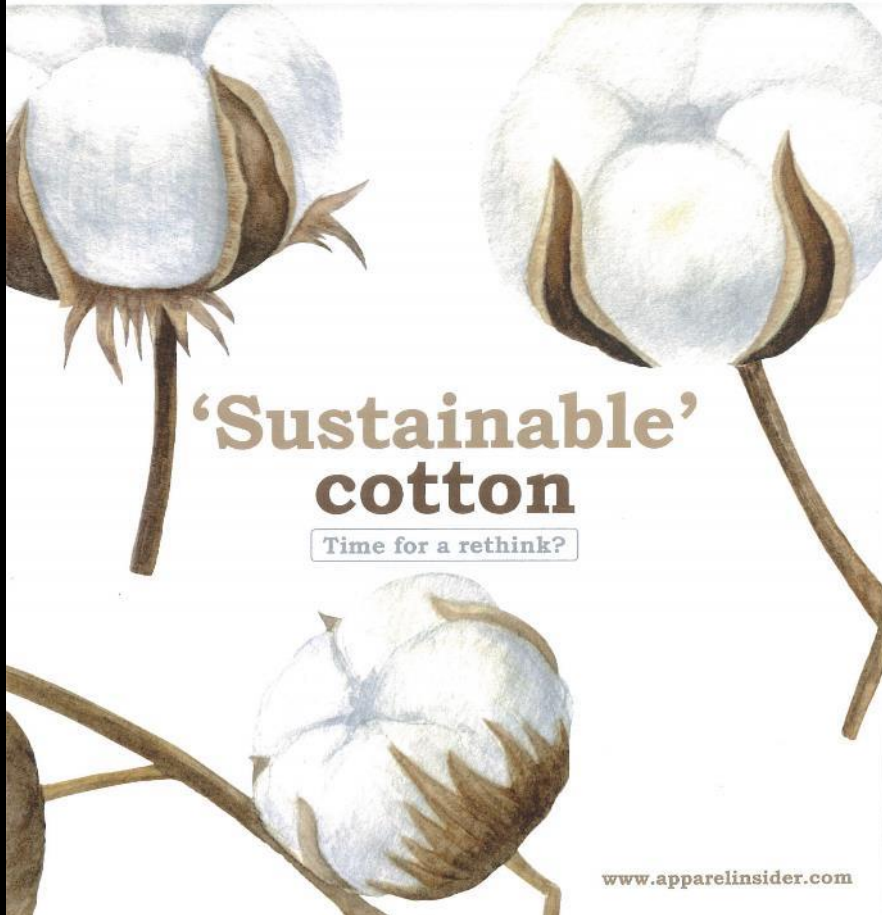
SUPIMA[®]
WORLD'S FINEST COTTONS



Apparel Insider

Issue 7 May 2019

SUSTAINABLE FASHION, FINANCIAL INSIGHT



'Sustainable' cotton

Time for a rethink?

www.apparelinsider.com

June / July 2019

ECOTEXTILE

The environmental magazine for the global textile supply chain

NEWS

Visit us at
ITMA 2019
Hall 3 / Stand C102

TRANSPARENCY PLEASE REBOOT

Why it's game over for business as usual

We aren't the robots

Artificial intelligence can help
retailers to produce less stuff

Breaking good

Deep transparency is required
in the textile chemical sector

Circle or spiral?

Circularity should be decoupled
from growth to make progress

MCL
NEWS & MEDIA

PRODUCT AND PRODUCT DIFFERENTIATION ... WHAT IS THE DIFFERENCE?

SUPIMA[®]

WORLD'S FINEST COTTONS

= SUPERIOR PIMA





SUPIMA COTTON T-Shirt Crew Neck

The high quality sheen and feel
of all natural SUPIMA COTTON.

£9.90

SUPIMA COTTON

Only 1% of the world's cotton is SUPIMA,
a rare and luxurious, all-natural material



SUPIMA PARTNERS DRIVE AWARENESS AND DEMAND

Casual Classics

Essential summer wearing—brought to you by high-quality Supima® cotton for super-soft comfort and long-lasting color.

SHOP NOW

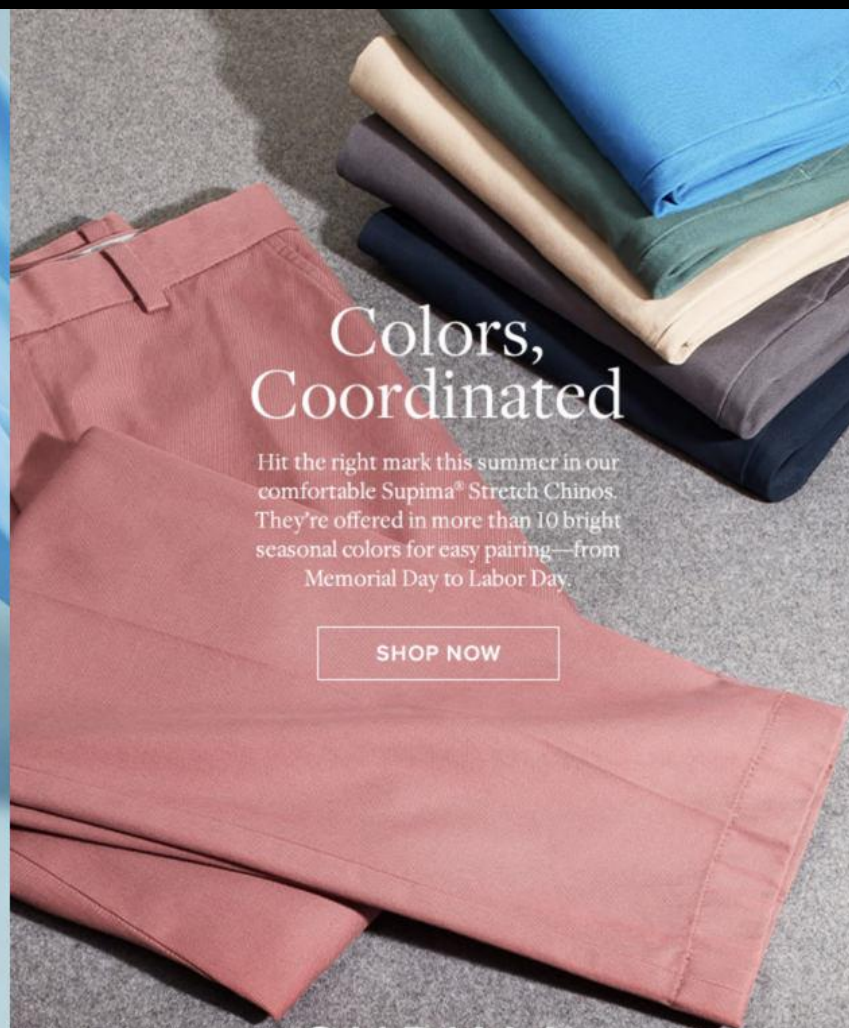


SUPIMA®
WORLD'S FINEST COTTONS

Colors, Coordinated

Hit the right mark this summer in our comfortable Supima® Stretch Chinos. They're offered in more than 10 bright seasonal colors for easy pairing—from Memorial Day to Labor Day.

SHOP NOW



SUPIMA®
WORLD'S FINEST COTTONS

T-errific

Our T-shirts get their ultra-soft feel from pure Supima® cotton and come in a wide range of colors, so you're sure to find your new favorite.

SHOP NOW



SUPIMA®
WORLD'S FINEST COTTONS



THE ADVENTURES OF OUR WILDLY SOFT COTTON

We took our best-selling T-shirts on a road trip to see what all the hype is about—and discovered why California-grown SUPIMA® cotton is wildly soft and naturally awesome.



BANANA REPUBLIC
AUTHENTIC TEE
100% SUPIMA COTTON

BANANA REPUBLIC
AUTHENTIC TEE
100% SUPIMA COTTON



BEHOLD THE SUPERPOWERS

Wildly soft. Naturally strong. Crazy colorful. American grown.

NICER TO MOTHER NATURE.



WILDLY SOFT

Without completely nerding out on the science of cotton, in short, the fibers from this particular “fruit” are longer than traditional cotton. **The result is a smoother, cleaner yarn that creates a wildly soft finish.** Fewer short ends per cross section mean less pilling and a naturally more lustrous fabric.

Wild, right?



NATURALLY STRONG

SUPIMA® cotton is, on average, 45% stronger than regular cotton. If you were to hold both kinds in your hand and pull them apart, it would be twice as difficult to break the SUPIMA® fibers...

Why it matters? The stronger fibers make a more durable fabric, which translates to a longer-lasting (ahem, better) product. Do you dig?

(Believe us, we tried it.)



CRAZY COLORFUL

Because SUPIMA® fibers are finer, the dye has less to penetrate and goes straight to the core—dyeing the whole fiber versus just the outer layer—which results in steadfast pigment and way less fading.

Groovy.

NICER TO MOTHER NATURE



2018 SUPIMA DESIGN COMPETITION





A close-up photograph of cotton plants. The image shows several cotton bolls (white, fluffy cotton) and brown, dried leaves. The background is a soft, out-of-focus sky with a warm, golden light, suggesting a sunset or sunrise. The text "SUPIMA®" is overlaid in the upper right corner.

SUPIMA[®]

WORLD'S FINEST COTTONS