

# BRANDING YOUR PRODUCTS WITH THE AUSTRALIAN COTTON MARKS



AUSTRALIAN  
COTTON

## AUSTRALIAN COTTON MARK

to be used on products  
containing at least  
95% Australian cotton.



AUSTRALIAN  
COTTON BLEND

## AUSTRALIAN COTTON BLEND MARK

to be used on products  
containing at least  
60% Australian cotton.  
The Australian Cotton  
can be blended with  
another fibre or cotton  
of a different origin.

## THE AUSTRALIAN COTTON BRAND WHAT WE STAND FOR

The Australian Cotton brand proudly represents the exceptional standards upheld by Australia's cotton farmers.

It represents quality, sustainability, respect for the natural environment, high ethical standards and a commitment to continuous improvement, and is underpinned by science, innovation and data. The brand proudly represents the dedicated farming families who plant the seeds and nurture the crops that produce premium cotton fibres from Australia.

## AUSTRALIAN COTTON MARKS

The Australian Cotton Marks belong to Cotton Australia, the peak body for Australia's cotton growing industry. The marks have become a symbol recognisable to consumers who want sustainably-grown products that support Australian farmers. These marks are available free of charge to brands, retailers, and wholesaler partners sourcing Australian cotton that meet Cotton Australia's traceability requirements.

## WHO CAN USE THE MARKS?

These marks are available to brands, retailers, and wholesalers that have an approved application. The marks can be used to identify and promote finished products containing the required amounts of Australian cotton.

## HOW TO APPLY

To apply to use the Australian Cotton Marks, brands, retailers, and wholesalers of Australian cotton products must:

- > Contact Cotton Australia to confirm the required documentation for the application process.
- > Compile the essential documentation needed to demonstrate the product's chain of custody.
- > Complete and submit the documentation through the online application portal.

A new application is required for each new product made from Australian Cotton.

## APPROVED APPLICANTS

Once an application is approved, applicants are required to:

- > Sign a licence agreement granting permission to reproduce the Australian Cotton Marks.
- > Submit any artwork or marketing materials carrying the Australian Cotton Marks for approval.
- > Send a sample of the finished products to Cotton Australia.

On approval, use of the Australian Cotton Marks is free of charge.

## SWING TAGS AND MARKETING MATERIALS

Artwork for swing tags is available to help tell the story of Australian cotton to customers. This is provided free of charge.



## MORE INFORMATION

For more information or to obtain links to application forms, please email [cotton2market@cotton.org.au](mailto:cotton2market@cotton.org.au) or visit [www.australiancotton.com.au](http://www.australiancotton.com.au)