

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 is built on the values of our farmers and our industry... naturally Australian and representing quality, traceability and the highest environmental and social standards.

The brand represents Australia's cotton farming families who plant the seeds and nurture the crops that produce some of the finest, cleanest cotton fibres in the world while caring for our planet and using fewer natural resources than ever before.

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 supply chain partners sourcing Australian Cotton and that meet Cotton Australia's requirements.

WHO CAN USE THE MARKS?

For brands and retailers the Australian Cotton Marks can be used to identify and promote finished products containing the required amounts of Australian cotton.

For spinning and fabric mills the Australian Cotton Marks can be used to promote yarns and fabrics containing the required amounts of Australian Cotton.

HOW TO APPLY

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

- > Ensure Australian Cotton is kept physically separate at every manufacturing stage
- > Submit an online application
- > Provide minimum-requirement traceability evidence

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 or visit www.australiancotton.com.au