



EGYPTIAN COTTON™

The human touch

THE FINEST COTTON IN THE WORLD

Egyptian Cotton™ is all about the feeling against your skin, the human touch. It's the soft, cool side of the pillow or the luxurious softness of an Egyptian Cotton™ bathrobe. That feeling is for you, and only you.

A gentle touch against your skin is the last stop on the Egyptian Cotton™ journey. A journey that started with a pinch of fresh cotton, in the careful hand that picked it in Egypt.

Our cotton is without doubt one of the finest, most luxurious materials in the world. Synonymous with comfort,

opulence and sophistication, its softness can only be matched by pure silk. That's why Egyptian Cotton™ is the perfect indulgence for snuggling up, getting comfy and letting your cares fall away.

Exceedingly durable, this cotton only gets softer the more times you wash it, making it a worthwhile and long-lasting purchase.



Stunning quality

LIKE NO PLACE ON EARTH

But how do we achieve such consistent stunning quality? What is it about Egyptian Cotton™ that elevates it so far above the rest?

Our secret ingredient is Egypt itself. Egypt's unique climate and the fertile soil of the Nile River have always been ideal for growing cotton, creating an opulent material that is both durable and gloriously soft. Thanks to the Nile River, Egyptian Cotton™ quickly became a global name that is synonymous with luxury and quality. A major part of the economy, Egyptian Cotton™ is woven into the very fabric of Egyptian life.

Egyptian Cotton™ has come a long way to get to you. From 1821 when the finest cotton seeds were found and planted in Egypt, to today where it is adored in homes and hotels everywhere. The very first Egyptian Cotton™ was actually produced by a Frenchman, Monsieur Jumel. Attracted by the extra long-staple fibres and keen to learn more about Egyptian Cotton™, he cultivated it and had three bales shipped across the Mediterranean to France. There, they were sold for a remarkably high price. This was an early sign of future success and fame.

Extraordinarily high quality

FEEL REAL LUXURY

We want to reassure everyone that our 100% quality cotton is exactly what it says it is.

When you see the Egyptian Cotton™ logo, you should know that you're getting a genuinely superior product. Egyptian Cotton™ has always stood for luxury and extraordinarily high quality. Over the years, we have built up a reputation for producing the finest cotton in the world, which can be transformed into the softest, most indulgent items. Now, we want to preserve this legacy for future generations.



Keeping the cotton superior

A BRAND YOU CAN TRUST

Reputation is hugely important to everyone involved with Egyptian Cotton™. From growers, to manufacturers to retailers, we all have the same aim. We want consumers to truly understand the unrivalled luxury that Egyptian Cotton™ can provide. No other cotton feels as gloriously soft to the touch or holds a dye as well as Egyptian Cotton™. Regrettably, people have previously sought to take advantage of the Egyptian Cotton™ reputation and used our name on their inferior products. We are continuously taking positive actions to curb this trend and restore consumer confidence in our high-quality product.



Genuine quality

WHO ARE THE COTTON EGYPT ASSOCIATION?

*The Egyptian Cotton™ name stands for a fabric
superior in quality, softer and stronger than other cottons.*

Cotton Egypt Association is a non-profit association that was established in 2005. CEA exclusively manages the registered Egyptian Cotton™ logo trademark, that is owned by the Ministry of Trade and Industry and Alexandria Cotton Exporter's Association. CEA is also responsible for the licensing program to protect the Egyptian Cotton™ luxury heritage.

The Cotton Egypt Association (CEA) is passionate about keeping Egyptian Cotton™ pure. Our goal is to protect the Egyptian Cotton™ name from the inferior quality materials that are entering the market. We want to give our consumers the reassurance that Egyptian Cotton™ is solely that, 100% pure with no additional blend. To do this, we are committed to being transparent about the entire process.

Traceability is key to this, so by understanding the genomic fingerprint of the cotton, we can ensure that every bit of the fibre is genuine.

Too many people were benefiting from the Egyptian Cotton™ name without meeting our very high standards. To rid the supply chain of falsely labelled goods, a revolutionary DNA testing process was introduced.

Over time, we believe consumers will come to recognise CEA accreditation as a true and trusted hallmark of quality. All accredited manufacturers are strongly encouraged to use the Egyptian Cotton™ logo to build awareness of the singularity of Egyptian Cotton™. Our product is 100% pure Egyptian Cotton™ and we want people to know that.

DNA Testing

REVOLUTIONARY EGYPTIAN COTTON™

*The fingerprint of Egyptian Cotton™
is certified by science.*

The alliance between Cotton Egypt Association and Bureau Veritas Consumer Products Services add global leadership in testing, inspection and certification, as well as a fully managed solution for Bureau Veritas exclusive DNA testing methodology. The program supports producers and buyers alike and enables retailers and brands to easily access credible sources.

With global reach and capability to carry out this hugely important and influential work, Bureau Veritas DNA testing is accredited with ISO17025 from Egyptian Accreditation Council and approved from the International Laboratory Accreditation Co-operation.

Bureau Veritas audits the Egyptian Cotton™ traceability throughout the entire supply chain ultimately helping to ensure the authenticity of Egyptian Cotton™.



Did you know?

We keep Egyptian Cotton™ genuine by DNA testing across the supply chain.

True luxury

BECOME AN ACCREDITED PARTNER

All accredited manufacturers are free to use the Egyptian Cotton™ logo on their products, helping consumers to distinguish between mislabelled fakes and genuine products.

Our logo will help instil faith in retailers and consumers so that they feel confident buying Egyptian Cotton™, safe in the knowledge that they are buying true luxury. Such confidence will only help to further boost the reputation of Egyptian Cotton™ worldwide.



The future of Egyptian Cotton™

A TRADEMARK OF CONFIDENCE

We want to work in partnership with you to secure the long-term future of Egyptian Cotton™.

To get started with the accreditation process, we would first kindly ask you to register on our website and download the application form.

www.cottonegyptassociation.com

Alternatively, please email us at info@cottonegyptassociation.com to request an application form.



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