



EGYPTIAN COTTON

**DELIVERING
TRANSPARENCY**

The finest cotton in the world

BUILDING A TRADEMARK OF CONFIDENCE

This brochure provides an overview of the Egyptian Cotton's accreditation process and traceability program. It is designed to help educate the reader and to restore trust in our brand. The continued success of this programme will play a large role in the reputation and future of Egyptian Cotton.

At Egyptian Cotton, we are keenly aware of the importance of cotton traceability and accreditation. Both are imperative to our manufacturers, retailers and consumers alike.

The quality of a given textile product is dependent on the quality of the fibres used and the production process. Because Egyptian Cotton is considered the finest cotton in the world, textiles are on occasion mislabeled to add value. In most instances, the product labels and advertising are truthful, but there have been instances where textiles were purposely mislabeled or falsely advertised. This is done to enhance the textile product value in the eyes of the consumer, despite inferior cotton being used.

Egyptian Cotton is aware that these deceptive practices are damaging the Egyptian Cotton brand. It has, in some cases, resulted in a loss of confidence and trust, neither of which are acceptable. Egyptian Cotton has therefore taken strong corrective action to stop these deceptive practices through our partnership with Bureau Veritas, a global leader in testing, inspection and certification. Together, we have initiated an intensive program that includes a tracking system from the raw cotton through the manufacturing process, DNA testing and other safeguards to insure the authenticity of Egyptian Cotton textile products.



HOW WE PROTECT THE BRAND

The Egyptian Cotton Logo is a mark that should install faith as to the authenticity of the products. It should demonstrate certification that the product is true Egyptian Cotton by conforming to the requirements in the factory audits and testing services, and is ready for our consumers.



**BUREAU
VERITAS**

The exclusive partnership between Bureau Veritas and Egyptian Cotton supports producers and buyers of Egyptian Cotton, enabling retailers, brands and their supply chain to easily access this programme.

Combining the prestige of Egyptian Cotton and the Bureau Veritas brand, a network of global testing, audit and inspection capabilities, we have created the ideal solution to ensure the authenticity of Egyptian Cotton products. Retailers who stock Egyptian Cotton should once again be confident they are selling premium quality, genuine products to their customers.

SECURING ACCREDITATION

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. We want to preserve this legacy for future generations.

All accredited partners are free to use the Egyptian Cotton logo on their products, helping consumers to distinguish between mislabelled fakes and genuine products. To become an accredited partner, Bureau Veritas (BV) and Cotton Egypt Association (CEA) undertake the following process:

1. The Egyptian Cotton Logo Unit reviews filed application forms for certification, all approved applicants are sent to BV to proceed with our certification audit
2. BV engages with applicant, agrees audit dates and processes the audit payment
3. BV conduct the audit, completes a random sample pick-up and conducts DNA testing
4. The audit report is reviewed by BV. If the audit meets the pass criteria, the CEA are advised that the applicant has successfully passed the accreditation and a license is issued





C O R R E C T I V E A C T I O N P L A N

If the applicant fails to meet the accreditation process, they will be given the opportunity to complete the following corrective action plan:

1. Corrective action plan desktop review by BV
2. Follow up facility audit or off-site corrective action plan validation
3. Review of corrective action plan by the BV team
4. If the audit meets the passing criteria, CEA are advised that the applicant has passed the accreditation and a licence is issued

Accreditation

F A C I L I T Y A U D I T S

S U R V E I L L A N C E

D N A T E S T I N G

FACILITY AUDITS

We complete audits of the traceability system across the production supply chain, against a strict audit protocol. This system is based on the Bureau Veritas Fibre Traceability Assessment and CEA requirements related to raw cotton trading, lot numbering and bale identification. Elements covered in the audit include:

Management Systems

- Business license
- Quality policy & documented manual
- Customer focus
- Raw-material & product specifications
- Document control & record keeping
- Product recall

Purchasing

- Purchasing procedure
- Supplier selection and monitoring
- Raw material specifications
- Purchase order
- Incoming material inspection
- Certificate of conformity from suppliers

Traceability

- Traceability procedure
- Country of origin
- Extent of traceability
- Material identification and segregation
- Traceability check for one order
- Input vs. Output verification using:
 - o 12 months of stock records
 - o 12 months of shipment records
 - o A quarterly checked balance between purchased Egyptian Cotton raw material and quantity of final products.

Product Control

- Control of non-conforming products
- Prevention of cross-contamination
- Packaging materials
- Final inspection
- Positive release
- Product transport, storage & distribution
- Sub-contractor control

Product Certification & Product Claims

- Testing plan
- Product certification
- Product claims

We will also review **quantity reconciliation reports** for all Egyptian Cotton purchases, submitted by each certified company, twice a year. This assessment typically takes two days for a vertically integrated factory.

The certified company is required to send to BV quarterly, the details of the purchased quantity of Egyptian Cotton material (fibre, yarn or fabric) and the quantity of products that are produced in the same period.

Spot Checks

U N A N N O U N C E D S U R V E I L L A N C E

Bureau Veritas will undertake unannounced spot checks with our accredited partners, this helps to ensure full compliance. The unannounced surveillance is made up of three key elements:

1. Factory Tours & Observations

Observations occur throughout the entire production process, including but not limited to, raw materials, production, assembly line, finishing, packaging process and finished product cartons.

2. Records & Documentation Review

The Bureau Veritas inspector will review the records for incoming raw materials, production records for each production process, finishing, and packaging records to verify and reconcile production quantities.

3. Physical Quantity Checks

Raw materials received and issued, work in progress, finished products and packed products will all be physically checked within the facility by a Bureau Veritas representative.



Retailer Support

"The CEA are to be applauded for listening to retailer concerns. We support their drive to create a clear, single and transparent accreditation process, which we believe they have done with Bureau Veritas and DNA-based approach. We will continue to support them and continue to insist that all our suppliers meet those rigorous standards."

DNA TESTING

Our fully accredited laboratory uses industry leading DNA based technology to identify the 100% presence of cotton fibres in various textile products.

The technology isolates biological macromolecules from mature cotton fibres, the isolated macromolecules contain information encoded in the sequence of their building blocks. These are used to characterise the plant fibre or identify the origin or source of the plant fibre.

Sample pick-up is done by Bureau Veritas (BV) during our facility audits. Testing includes extraction of DNA from cotton fibre, cotton yarn, cotton fabric and cotton products, using traceability techniques which enable the identification of the cotton utilised in the material.

DNA testing on random samples are selected from our retail partners, both in store and online. The DNA workflow is as follows:

1. The sample is collected by BV
2. A sample code is assigned and sent to a BV coordinator at Horizon Laboratories
3. Horizon Laboratories complete the DNA test
4. The results are reported back to BV and a DNA test report is prepared
5. DNA test report & sample source is issued to CEA





B E C O M E E G Y P T I A N C O T T O N A C C R E D I T E D

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.

If you wish to work in partnership with us and become a fully accredited partner, the first step is to complete our accreditation application form.

Request the application form by emailing **info@cottonegyptassociation.com**

Alternatively visit our website **www.cottonegyptassociation.com**



Egyptian Cotton Logo Unit

Cotton Egypt Association

22 Syria St. 3rd Floor Mohandessine,

Giza, 12411, Egypt

Tel +20-2-3749 8037

www.cottonegyptassociation.com

info@cottonegyptassociation.com

