

Cotton Egypt Association



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Cotton Egypt Association

- **NGO**
- **Egyptian Cotton Logo**
- **Objectives**
- **Vision**

Current Image

- **Egyptian Cotton**
- **Egyptian Cotton Products:**
 - **Genuine**
 - **Discounted**
- **Egyptian Cotton Logo**

Role of Cotton Egypt Association Before DNA

- **Retailers**
- **Producers**
- **Egyptian Cotton Logo:**
 - **Licensees**
 - **Abusers**
- **Institutes Defending Consumer Rights**

Product Comparison



GENUINE 100%
Egyptian Cotton Towel



FAKE 100%
Egyptian Cotton Towel
Price less 30%

Protecting the Egyptian Cotton & Egyptian Cotton Logo By The Aid Of DNA Analysis

- **Retailers (Target, Costco, M&S, JC Penny, Bloomingdales, Bed Bath & Beyond, ... etc.)**
- **Producers ... awareness**
- **Egyptian Cotton Logo:**
 - **Licensees**
 - **Abusers**
- **Organizations Defending Consumer Rights:**
 - **Trading Standards Authorities**
 - **EEC Consumers Affairs (Brussels)**

Egyptian Cotton Total Transparency

- *Purchases: Suppliers, all invoices, quantities, ... etc.*
- *Production Lines*
- *Warehouse: Raw material, work in process & finished goods.*
- *Testing & Quality Control*
- *Full details of Clients, distribution outlets & quantities sold*
- *Readiness for any required inspection any time*



Egyptian Cotton Total Transparency Golden Seal



***"Egyptian Cotton Feels Like
Nothing Else In The World"***

Thank You

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