

New Procedures in Protecting And Promoting The Egyptian Cotton Heritage



Eng. Khaled Schuman
Executive Director

Cotton Egypt Association

Who Is Cotton Egypt Association



WHO IS COTTON EGYPT ASSOCIATION?

- **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 responsible for the licensing program to protect the Egyptian Cotton™ luxury heritage.**

Protecting the Egyptian Cotton & its Logo



Protecting the Egyptian Cotton & its Logo

- **Full transparency traceability system audit back to CATGO lot Number.**
- **Bureau Veritas**
- **Advised and unadvised audit**
- **More frequent inspections if credibility is questioned.**



Protecting the Egyptian Cotton & its Logo

Cotton Arbitration Testing General Organization (CATGO)

A specialized entity dedicated to assuring that Egypt only exports pure Egyptian cotton, through testing and monitoring with help of the Ministry of Agriculture.





Bureau Veritas CPS Alliance

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





Bureau Veritas CPS Alliance

- 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 (ILAC).



Protecting the Egyptian Cotton & its Logo

Fiber Typing DNA ... WHY ?

- **Verifies Egyptian Cotton Varieties**
- **From cotton fiber till finished products**
- **Lower cost (other methods 0.3 to 0.15 cent/lb)**
- **Cost of other methods ranges from US\$ 4.3 Million to US\$ 21.6 Million for 60,000 Tons**



Protecting the Egyptian Cotton & its Logo

- **Watermark Hangtag System (Avery Denninson)**
- **New Licensing Agreement (more binding)**



Protecting the Egyptian Cotton & its Logo

Awareness (Manufacturers, traders, retailers and Licensees):

- **Direct visits**
- **Conferences**
- **Press Conferences**
- **Advertisements**
- **Random Samples Inspection**



Awareness

**Exhibitions:
Heimtextil 2018**



Retailers Contacted

| | |
|-----------------------|----------------------|
| The white company | QVC |
| Walmart | Restoration Hardware |
| Bed Bath & Beyond | Ross Stores |
| Wayfair | Zara |
| John Lewis | Penney |
| Morrisons | Debenhams |
| Sears | El Corte Ingles |
| Target | Dunnes |
| Macy's | Matalan |
| Bloomingdales | Sainsburys |
| David Jones Australia | Marks& Spencer |
| Kohl's | Dunelm |
| Woolworths Australia | Tesco Stores Limited |
| ASDA UK | Williams-Sonoma |



New Branding Campaign



Marketing Activities

- A new, fresh and modern look Brand Identity launched
- Digital platform and new website launched
- Re-enforce the Egyptian Cotton as the finest cotton
- Egyptian Cotton Brand Ambassadors

New Branding
Campaign



Marketing Activities



Transparency, Performance & Opulence

CEA LAUNCHES NEW EGYPTIAN COTTON™ BRAND IDENTITY

The Egyptian Cotton™ name stands for a fabric superior in quality, softer and stronger than other cottons, but consumers and commercial partners are rightly demanding more from the brand and Egyptian Cotton™.

We believe that everybody should experience the luxurious soft touch of Egyptian Cotton™. We want people of all ages, worldwide, to seek out its strength, softness and durability. It's all about the personal human touch.

"We have conveyed the superior quality and natural beauty of Egyptian Cotton™ in a fresh, modern and relevant way," said Khaled Schuman, Executive Director of CEA.

"Our Sales & Marketing partner Sotomex created a powerful brand identity which reflects the brand's heritage whilst educating our audience as to our core values."

A NEW DIGITAL WORLD OF EGYPTIAN COTTON™

We are extremely proud to announce the launch of our brand new website.

A visually compelling and engaging platform to bring consumers, retailers and manufacturers into the world of Egyptian Cotton™.

The website highlights the unique qualities of Egyptian Cotton™ and helps consumers locate retailers. It is easy, visually compelling and engages users. For our commercial partners, the site offers seamless navigation to crucial information, including an accreditation application and our extensive database of licensed partners.

BUILDING CONFIDENCE IN EGYPTIAN COTTON™

Our vital work with Bureau Veritas is designed to improve transparency and reassure retailers that the Egyptian Cotton™ logo guarantees real Egyptian Cotton™ products.

Tracey Saunders, John Lewis Catalogue Technical Manager, Home, said: "We support the CEA's measures to root out dishonest manufacturers and counterfeit goods and we welcome the opportunity to collaborate in defining the requirements to ensure the presence of an Egyptian Cotton™ product."

"While we are confident that all Egyptian Cotton™ products sold through John Lewis are 100% genuine, we support the need for auditing and testing. We will continue to insist that our suppliers meet the CEA standards as a condition of trade with John Lewis."

Catherine McCann, Danisco Technical and Sourcing Director, said: "We fully support the new accreditation process put into place by the CEA to protect the Egyptian Cotton™ brand, and will be continuing to insist suppliers meet these standards as a condition of trade with Danisco."

Advertisement

www.cottonegyptassociation.com

Marketing Activities

- *Home Textiles Today*
- *TexTalks.com*
- *Textile Evolution*
- *Textile World*
- *Sourcing Journal*
- *Knitting Industry*
- *Top Fair*



Brand Campaign

- To promote the fiber's use in manufacturing.
- To reposition the Egyptian Cotton brand so that it becomes recognised a mark of authority and authenticity
- The educate the consumer on superior characteristics of the Egyptian Cotton.
- Launch of new website as well as other marketing tools.

New Branding
Campaign



Promotion & Protection Results

- **Less Fake labeling for Egyptian Cotton products**
- **More Demand on Egyptian Cotton Fibers**
- **Higher Egyptian Cotton Prices**
- **More profit for the farmers**
- **Increase in Cotton Fiber Production**



A close-up photograph of a baby's face, partially covered by a white towel. The baby has a joyful expression, with its mouth open in a smile and its eyes looking towards the camera. The baby's right hand is visible, holding a small, light-colored object. The background is a soft, out-of-focus white, creating a clean and bright atmosphere.

A BRAND YOU CAN TRUST

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

Thank you

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