



# EU COTTON BRANDING

THE EU COTTON TRADEMARK

## EU COTTON PRODUCTION

- EU accounts 1,5% of the world cotton production
- Greece (75%) and Spain(25%), main producing countries
- Both countries have long tradition in Cotton production
- Total production about 350.000 tns
- Around 25% consumed in domestic market
- 75% exported Turkey, Egypt, Asian countries
- Europe ranks at the first 10 leading cotton exporters
- Cotton very important for the regions it is produced



## EU CONSUMERS' BUYING ATTITUDES

- EU big consumer of textile products
- Large percentage of exported cotton returns back at EU as end textile products
- EU consumers are quality cautious rather than price oriented
- They pay a lot of attention to environmental and sustainability issues of the raw materials used



## THE IDENTITY FEATURES OF EU COTTON

- Cotton produced according to EU Directives and Regulations (**Cross compliance and Greening**) that reinforce Sustainable production techniques .
- Large percentage produced through **Integrated Managements Systems (IMC) techniques**. Rational use of resources and Pest Management control.
- **GMO Free Cotton**
- Cotton that is eligible to **meet the ecological criteria** for the award of the EU Ecolabel for textile Products
- **Machine picked cotton/ Contamination free/ High spinability/ Reliable Logistics**



## EU COTTON AT THE INTERNATIONAL MARKETS

- European Cotton is in high demand on the international markets owing to its high quality. Difficulties have never been experienced in managing or disposing of surplus.



## WHAT CAN BE IMPROVED?

- Marketing efficiency and pricing of the EU cotton could be improved considerably increasing the awareness of EU cotton attributes worldwide



## HOW IT IS ACHIEVABLE ?

- Grouping the identity features of cotton produced in Europe at a strong EU COTTON ID
- Establishing *a strong Trademark for the EU cotton as part of a broader Branding and Promotional strategy*
- Communicating to spinners, retailers and final consumers the identity features of EU cotton in terms of its inherent quality and the responsible way it is produced.
- Running a customized EU program facilitating this scope



## WHAT EXTRA BENEFIT FOR THE EU TEXTILE INDUSTRY?

- Just in time hand to mouth deliveries to the textile mills
- High value source material, produced locally, facilitating the production of namely, innovative end textile products
- Satisfy consumers' requirements of sustainable produced raw materials