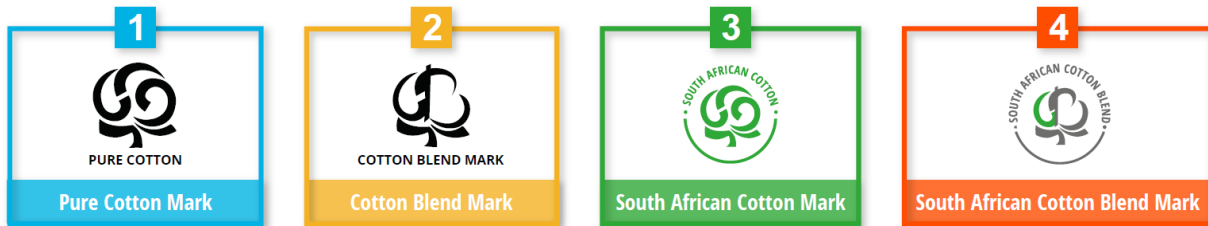




THE COTTON MARK

COTTON SA NPC is the Proprietor of registered cotton boll trademark, used in the following four classes: the pure Cotton Boll, Cotton Blend, South African Cotton, and South African Blend Cotton Mark, as depicted hereunder. All rights in and to these marks, including the use thereof, vest exclusively in Cotton SA and may only be used by other persons under express authority granted by Cotton SA.



- **Pure Cotton**

The original **certifying** mark for pure cotton.

	MINIMUM REQUIREMENTS:	95% COTTON		85% COTTON (FOR SOCKS)
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- **Cotton Blend Mark**

The symbol of a cotton blend.

	MINIMUM REQUIREMENTS:	33% COTTON		COTTON BLEND MARK
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- **South African Cotton Mark**

The symbol of support for South African-grown cotton.

	MINIMUM REQUIREMENTS:	90% COTTON		SOUTH AFRICAN-PRODUCED COTTON ON A MASS BALANCE PRINCIPLE OF AT LEAST 20/80
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- **SA Cotton Blend**

The symbol of support for a blend with South African-grown cotton.

	MINIMUM REQUIREMENTS:	33% COTTON		SOUTH AFRICAN-PRODUCED COTTON ON A MASS BALANCE PRINCIPLE OF AT LEAST 20/80
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The benefits of using these Marks include:

- To provide a unified message, targeting the ethical and conscious consumer to encourage them to buy sustainable cotton products that support the South African farmers.
- To increase the local beneficiation of South African cotton through retail supply chain programmes.
- To support the government initiative of committing to local procurement (proudly SA).
- To enable consumers to identify products that support homegrown cotton and job creation.
- To create a unique selling point for authorised Cotton mark users and promoting local brands.
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- To enable shared promotional and marketing awareness campaigns.
- To create enhanced market access to enable homegrown cotton to compete against imported brands.

Requirements

- There is a royalty fee payable on the use of the Mark. This amount will be calculated based on which Mark(s) you would like to use, how you would like to use them, the number of products and the related product's turnover.
- The pure Cotton and the Cotton Blend Marks are registered quality marks; products associated with these two Marks have to be tested at the Cotton SA Textile Laboratory to ensure that the required standards are met.
- For the two South African Marks, you will have to provide information on your supply chain to enable Cotton SA to verify the required percentage of local cotton in the related product(s). This information will be dealt with confidentially.
- Cotton SA has to sign off on any marketing material and design work containing any of the Marks before it may be used.

COTTON MARK APPLICATION FORM

Company name: _____

VAT nr.: _____

Registration date of the company: _____

Physical address: _____

Postal address: _____

Website: _____

Contact person's name: _____

Contact details: email: _____ phone: _____

Application to use of the Mark(s) on the following items:

Product name/type	Attribute of the product	Unit price	Quantity

Manufacturer: _____

Supplier of the cotton (lint, seed, yarn, mout, etc.): _____

Where are these products sold (including exported to if applicable)? _____

Do you apply any sustainability practices, if yes please include? _____

How will you use the approved Mark (mark all applicable)?

Company Website	Social Media	In-store advertising, e.g., banner, poster, display, etc.	On product, e.g., label, tag, sticker, etc.,	Printed media, e.g., flyers, brochures, etc.	Other (specify)

Signature: _____

Date of application: _____

