



Cotton Egypt
Association





*Protecting
The Egyptian Cotton™
Legacy*



The Egyptian
Cotton™
name stands
for superior
quality,
softness,
strength and
durability



Superior Quality

About Us



Cotton Egypt Association (CEA) is a non-profit association, established in 2005. CEA exclusively manages and promotes the registered Egyptian Cotton™ logo trademark, owned by the Ministry of Trade & Industry and Alexandria Cotton Exporter's Association. CEA is also responsible for the licensing program.

Within an exclusive partnership, Bureau Veritas provides testing and auditing services to verify Egyptian Cotton™ at any stage of the supply chain. Our goal is to protect the Egyptian Cotton™ name & brand as well as reassure our consumers that the Egyptian Cotton™ is 100% pure with no additional blend.



To rid the supply chain of falsely labeled goods, we introduced a traceability process and a revolutionary DNA testing process able to recognize the genomic fingerprint of Egyptian Cotton. All accredited manufacturers are strongly encouraged to use the Egyptian Cotton™ logo to certify that their products are made of our 100% pure Egyptian Cotton™.

CEA is supporting sustainability by collaborating with the Better Cotton Program launched in Egypt by UNIDO in 2020.





Delivering Transparency

Our Vision

Globally
Authenticating the
legacy of Egyptian
Cotton™

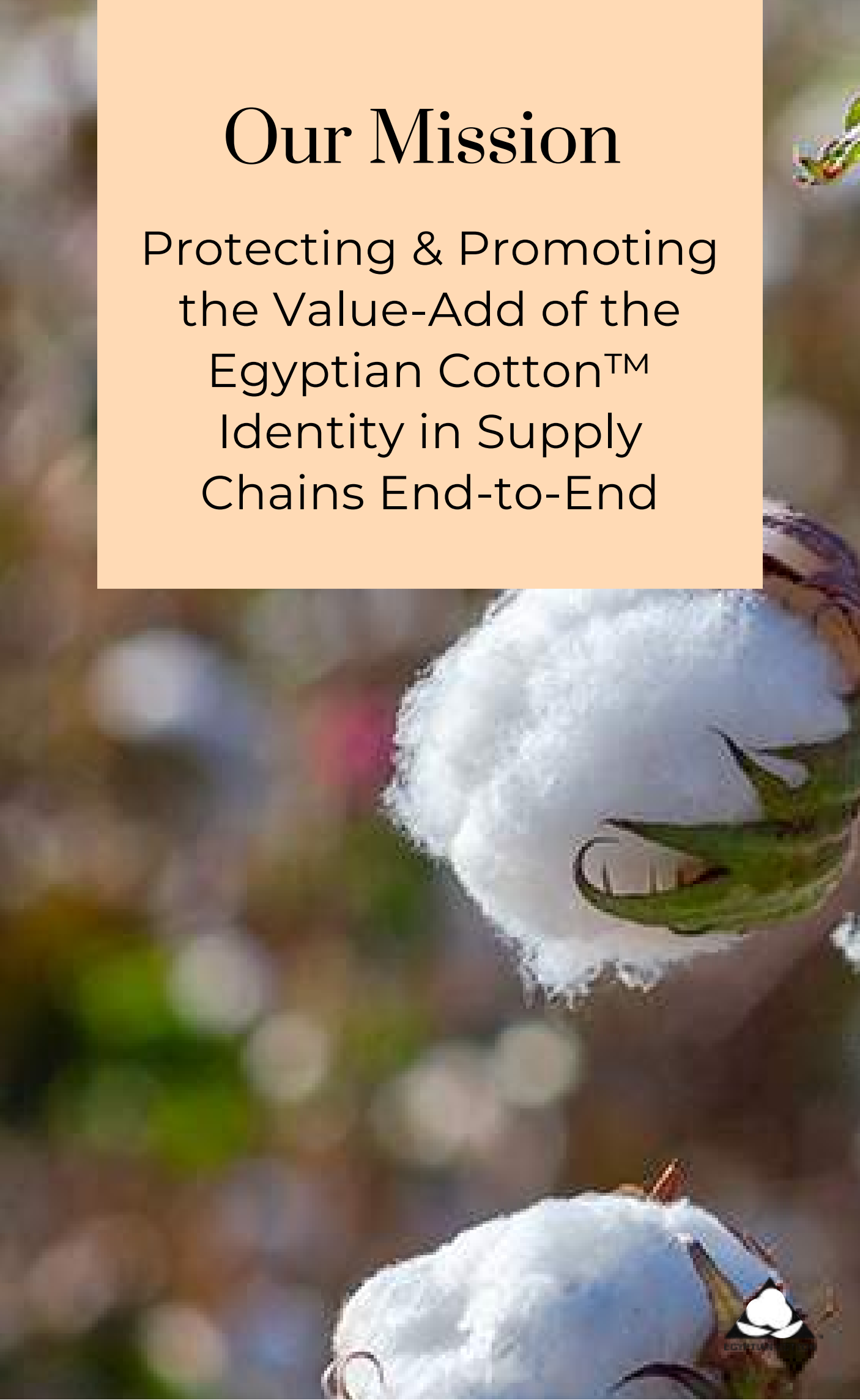




*A Brand
You Can Trust*

Our Mission

Protecting & Promoting
the Value-Add of the
Egyptian Cotton™
Identity in Supply
Chains End-to-End





A Human Touch

Feel The Real Luxury



The finer yarn means that your cotton is gloriously soft to the touch, and it only gets more luxurious as the thread count increases. Snuggle up and get comfy, knowing that this feeling can last forever.

Its softness can only be matched by pure silk but Egyptian Cotton™ is exceedingly durable: it only gets softer the more you wash it, making it a worthwhile and long-lasting purchase.

Egyptian Cotton™ is all about the feeling against your skin: the human touch. It's the soft, cool side of the pillow or the luxurious softness of an Egyptian Cotton™ bathrobe or shirt. A journey that started with a pinch of cotton, in the careful hands that picked it in Egypt.

With extra length comes greater durability and higher quality. Egyptian Cotton™ will last a lifetime.





*Extraordinary High
Quality*

Like No Other Place On Earth



From 1821 when the finest cotton seeds were brought in by Mohamed Ali and planted in Egypt, until today, Egyptian cotton is still globally renowned and is steadily aligning with sustainability and transparency requirements along the value chain, from farmers to consumers.

But how do we achieve such consistent stunning quality? Our secret ingredient is Egypt itself. Egypt's unique climate and fertile soil of the Nile River have always been ideal for growing cotton, creating a long fiber but soft and strong at the same time. Thus Egyptian Cotton™ quickly became a global name that is synonymous with luxury and quality.





*A Trademark Of
Confidence*

Revolutionary Egyptian Cotton™




Egyptian Cotton Field in Kafr-ElSheikh

The partnership between CEA and Bureau Veritas Consumer Products Services added global leadership in the testing, inspection, and certification of Egyptian Cotton™. The program supports producers and buyers alike and enables retailers and brands to access credible Egyptian cotton sources easily. Bureau Veritas audits the Egyptian Cotton™ traceability throughout the entire supply chain,

ultimately helping to ensure the authenticity of Egyptian Cotton™. Bureau Veritas' exclusive DNA testing methodology is also used on samples collected during facility visits. The technology isolates biological macromolecules encoding information about plant fiber genomics and origin. Testing includes the extraction of DNA from cotton fiber, cotton yarn, cotton fabric, and different cotton products.





*Traceability Along
The Value Chain*

Become An Accredited Partner



Our logo will help instill faith in retailers and consumers so that they feel confident buying Egyptian Cotton™, safe in the knowledge that they are buying true luxury. Such confidence will only help further boost the reputation of Egyptian Cotton™ worldwide.



We want to work in partnership with you to secure the long-term future of Egyptian Cotton™.

To get started with the accreditation process, please download the application form at:
www.cottonegyptassociation.com



All accredited manufacturers are free to use the Egyptian Cotton™ logo on their products, helping consumers to distinguish between mislabeled and genuine products.

Facility Audits

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:
 - 12 months of stock records
 - 12 months of shipment records
 - A quarterly checked balance between purchased Egyptian Cotton™ raw material and the quantity of final products



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 Fiber Traceability Assessment and CEA requirements related to raw cotton trading, lot numbering, and bale identification. Elements covered in the audit include:

Product Control

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

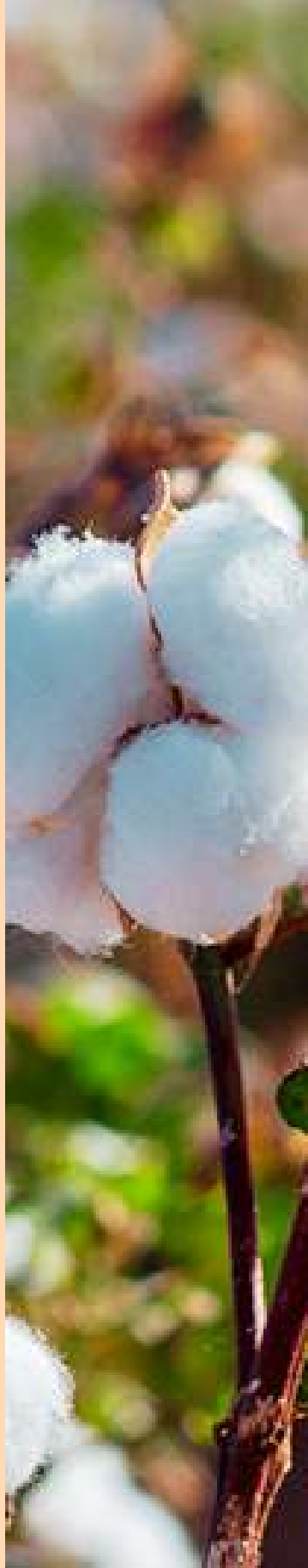
Product Certification & Product Claims

- Testing plan
- Product certification
- Product claims

We will also review the **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 (fiber, yarn, or fabric) and the quantity of products that are produced in the same period.





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