

**STORM
COTTON™**

**NATURAL
PERFORMANCE**

**BREATHABLE WATER-REPELLENT
PROTECTION**





WHAT IS STORM COTTON™ TECHNOLOGY?

STORM COTTON™ technology is a water-repellent finish for cotton that offers protection from rain and snow, while maintaining the natural comfort of cotton. The STORM COTTON™ finish offers improved performance over typical durable water-repellent treatments by maintaining excellent repellency performance throughout the life of the garment and does not inhibit cotton's natural ability to breathe.



MAINTAINS BREATHABILITY

Many water-repellent treatments inhibit a fabric's ability to breathe and transfer moisture vapor effectively. STORM COTTON™ technology does not affect the natural ability of cotton fabrics to breathe and keep you cool. Although it repels liquids, the finish still allows moisture vapor to pass through the fabric where it can dissipate into the environment, naturally keeping you more comfortable.

FAST DRYING

Since the STORM COTTON™ technology minimizes the amount of water the fabric will hold, garments dry much faster than untreated cotton, minimizing the amount of time and energy required for laundering.

**DRIES 40%
FASTER THAN
UNTREATED
COTTON**



BETTER THAN THE REST

Typical DWR (Durable Water Repellent) finishes only last for a few washes, so a decrease in product performance is immediately noticeable. STORM COTTON™ technology works much better over the life of the garment

to maintain a high level of repellency and product performance.

GLOBAL AVAILABILITY

For more information on the STORM COTTON™ technology contact a Cotton Incorporated representative or any licensed supplier.

www.cottoninc.com/storm-cotton

AATCC 22
Spray Test for
Repellency

SPRAY TEST FOR REPELLENCY

# Washes	Regular DWR Finish	STORM COTTON™
0	90	100
10	70	90
20	50	80
30	0	70

70 rating is minimum for STORM COTTON™ after 30 washes



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