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**Nanotex® And Cotton Incorporated Announce Dry Inside For Athletic Apparel;
Technology Enables 100% Cotton Apparel To Outperform Polyester And Untreated Cotton As
Relates To Moisture Management**

*Nanotechnology process further advances cotton's competitive position in
athleisure and activewear markets*

BLOOMFIELD HILLS, MI & Cary, NC - August 2, 2016 -- Nanotex®, a Crypton company and leading fabric innovator providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets, and Cotton Incorporated, the research and promotion company of U.S. cotton producers, today announced Nanotex® DRY INSIDE technology for cotton apparel.

The patented Nanotex® DRY INSIDE technology enables effective moisture transfer away from the skin, eliminating dampness and chaffing, in 100% cotton apparel, while maintaining the additional comfort aspects of garments made from the natural fiber.

The processing technology enables cotton to effectively compete with synthetic fiber fabrications in the active and athleisure markets. Extensive testing on the technology at Cotton Incorporated laboratories in Cary, NC showed that Nanotex® DRY INSIDE outperformed 100% polyester and untreated cotton in one-way moisture transport and cling.

“In the last five years, we have seen tremendous growth in the active and athleisure markets and with this movement, customers have come to expect a high degree of comfort alongside a high level of performance,” explains Randy Rubin, CEO of Nanotex. “The stumbling block has been cotton’s innate absorbency and limited wicking abilities,” says Rubin. “Nanotex® DRY INSIDE for cotton is the solution; it enables Nanotex to give its customers what their customers are interested in -- high-tech performance plus the comfort of cotton.”

Nanotex® DRY INSIDE applies a technical application to the back of the fabric, allowing moisture to move away from the body through invisible channels. Once moved from the inside to the outside of the garment, the moisture spreads and evaporates more readily; leaving the wearer dry and comfortable without clogging the fabric weave or compromising the look, feel or breathability of the fabric.

“We sent Nanotex® DRY INSIDE cotton through a battery of moisture management test methods, as well as our own cling force test,” says William Kimbrell, Director, Technology Marketing at Cotton Incorporated. “We found that the Nanotex® DRY INSIDE technology created a high performing cotton product. Specifically, we saw cotton finished with Nanotex® DRY INSIDE outperformed 100% polyester samples, as well as untreated cotton samples for moisture transport; and offered in 80% reduction in cling force.”

Nanotex and Cotton Incorporated will be showcasing Nanotex® DRY INSIDE on cotton at the upcoming Outdoor Retailer show, August 3-6 in Salt Lake City at the Cotton Booth #155-213.

Nanotex® DRY INSIDE expands the marketplace for cotton athletic apparel by offering all the comfort and breathability of cotton in garments that:

- Wick moisture away from the body;
- Do not hold moisture;
- Reduce the likelihood of chafing; and
- Dry quickly.

“We see Nanotex® DRY INSIDE for Cotton impacting the active and athleisure markets in a tremendous way – it allows for the touch, look and feel of cotton to be experienced in a revolutionary new way, one that has long been desired,” adds Rubin.

The Nanotex web site features a short [video](#) explaining the Nanotex® DRY INSIDE technology and demonstrating its laboratory testing.

Nanotex is comprised of a family of 11 products, such as “Resists Spills”, “Releases Stains,” “Neutralizer” and “Coolest Comfort.” The brand has more than 100 manufacturer partners worldwide, including not only in branded apparel and outdoor gear, but home textiles and contract and residential interiors markets as well. In addition to Cotton Incorporated, Nanotex brand partners include the Gap, Banana Republic, Macy’s, JC Penney’s, Gymboree, Target, Dickies, Cabela’s, L.L. Bean, Burton, UnderArmour, Ashworth, Nordstrom, Hanes, QVC and others.

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About Nanotex, a Crypton Company

The Crypton Companies have patented and branded environmentally responsible textile performance solutions since 1993. The company's flagship product, CRYPTON® Fabric, revolutionized the use of fabrics in the healthcare, hospitality, government, education and contract segments. In 2013, Crypton acquired Nanotex, which was among the first to market nanotechnology solutions for textiles when it was founded in 1998. Since that time, Nanotex technology has been significantly enhanced, integrated with DNA markers to protect against counterfeiting and is being re-launched through a new integrated marketing and promotion campaign. For more information on Nanotex, please visit our website at www.nanotex.com.

About Cotton Incorporated

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton.