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EGYPTIAN COTTON

Cotton Egypt Association (CEA) manages, promotes and protects
the Egyptian cotton logo Trade Mark owned by The Ministry of Trade and Industry
and Alexandria Cotton Exporters Association (ALCOTEXA)

UK Retailers Press Statements

John Lewis: " We support the CEA's measures to root out dishonest manufacturers and counterfeit goods and we welcome the opportunity to collaborate in defining the requirements to assure the provenance of an Egyptian Cotton product."
Tracy Saunders - John Lewis Category Manager

Dunelm: " We fully support the new accreditation process put into place by the CEA to protect the Egyptian Cotton brand, and will be continuing to insist suppliers meet those standards as a condition of trade with Dunelm."
Catherine McCann - Dunelm Technical and Sourcing Director

The White Company: "The CEA are to be applauded for listening to retailer concerns. We support their drive to create a single, clear and transparent accreditation process, which we believe they have done with the Bureau Veritas and DNA-based approach. It will make identifying authentic Egyptian Cotton easier for retailer and consumer alike. We will continue to support them and continue to insist that all our suppliers meet those rigorous standards."

To Get Licensed EGYPTIAN COTTON™

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