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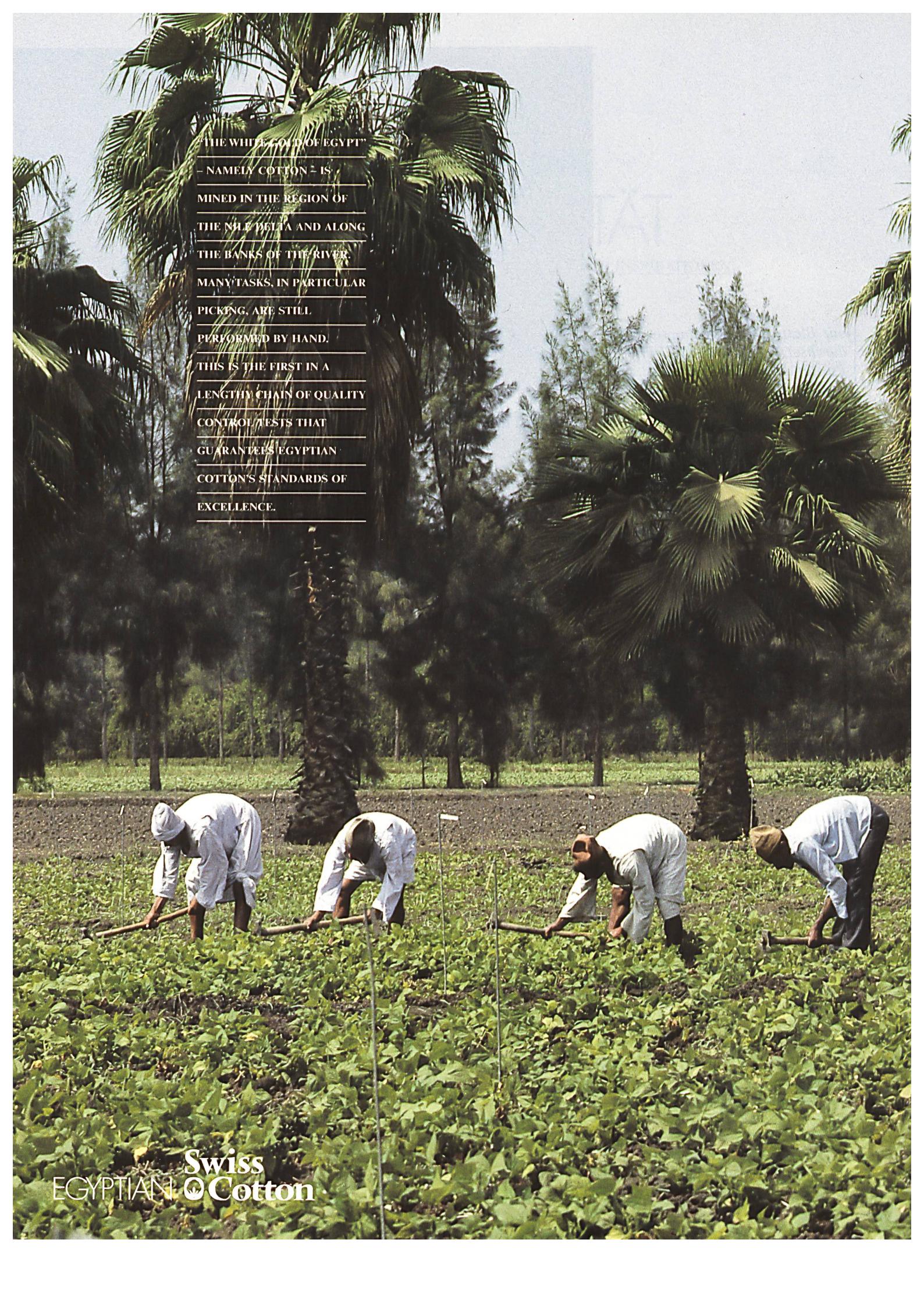
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"THE WHITE GOLD OF EGYPT"
— NAMELY COTTON — IS
MINED IN THE REGION OF
THE NILE DELTA AND ALONG
THE BANKS OF THE RIVER.
MANY TASKS, IN PARTICULAR
PICKING, ARE STILL
PERFORMED BY HAND.
THIS IS THE FIRST IN A
LENGTHY CHAIN OF QUALITY
CONTROL TESTS THAT
GUARANTEES EGYPTIAN
COTTON'S STANDARDS OF
EXCELLENCE.

EGYPTIAN **Swiss**
Cotton

WHITE GOLD FROM THE NILE

Giza, the lovely, long-staple, cool-to-the-touch variety from the land of the Pharaohs, is Queen among cotton fibres. Its story is one of cultural tradition, its nature corresponds to the requirements of impeccable quality. It receives homage from designers and stylists and pursues its career in the most venerated shrines of haute couture.

When handled with consummate skill, it reveals its most distinguished facets: with dull-sheened elegance, flattering fluidity, or titillating transparency.



SHEER MARVELS LIKE THESE CAN ONLY BE MANUFACTURED FROM THE HIGHEST-GRADE COTTON FIBRES OF EGYPTIAN PROVENANCE. THE STYLIZED LOTUS BLOOM ADDS A SYMBOLIC FLOURISH TO THE DELICATE COTTON MUSLIN HEAD-SCARF BY THE HOUSE OF FISBA STOFFELS AG, ST. GALL.

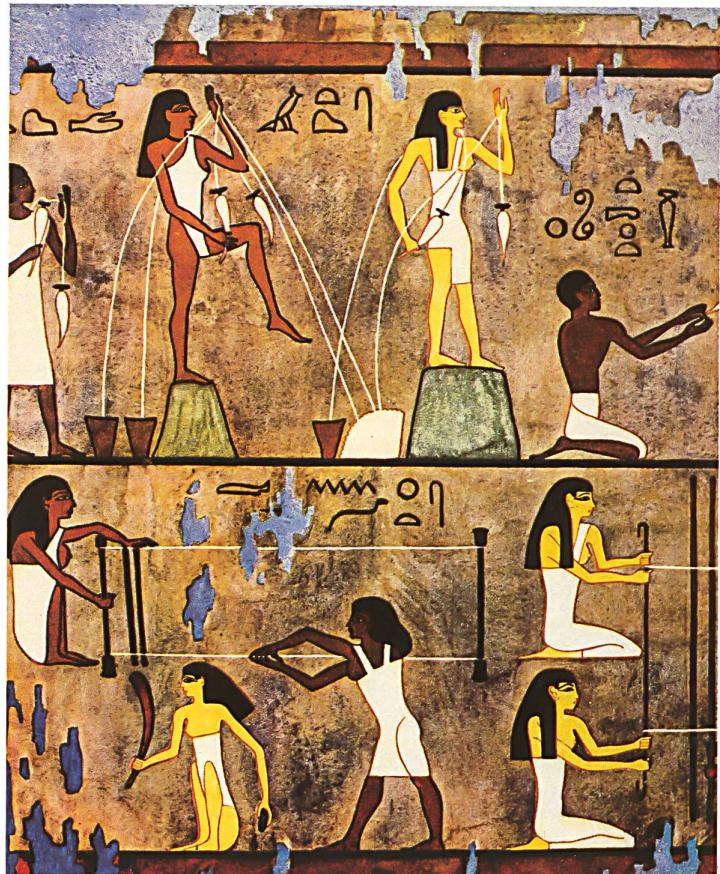
FROM ORIENT TO OCCIDENT

MYSTIQUE AND ART INTERWOVEN IN COTTON

H

erodotus, the Greek author whose travels extended to Egypt and Asia, recounted that in 550 B.C. the Egyptian king Amasis dispatched to Sparta a cuirass "covered with a web of spun gold and cotton". He also reported "that the Indians have a plant that bears not fruit but wool". Fascinatingly beautiful fabrics were made from this "wool" and brought to Europe by Arab traders, who referred to them as "woven winds" and "flowing water".

Raw cotton was also known to the Romans. At the feast of Apollo in 63 B.C., Consul Lentulus Spinther had cotton awnings erected to provide shade in the theatre.



Reproduced from "Spinnen und Weben einst und jetzt" by Linder.

The cultivation of cotton, which originated in India, took root in Egypt in the Middle Ages. The modern epoch in the history of cotton-growing in Egypt dates from the year 1820, when French engineer Jumel, under Mohamed Ali, instituted improved methods of cultivation and widespread commercialization. The results were extremely promising and further experiments were conducted, some on foreign seeds, which led ultimately to the superior grade of cotton grown in Egypt today.



A SPAN OF OVER 3000 YEARS SEPARATES THESE TWO
PICTURES WHICH ILLUSTRATE THE LENGTHY TRADITION
IN THE GROWING AND PICKING OF COTTON.

EGYPTIAN **Swiss**
Cotton

THE CAREER OF COTTON

FROM SEED TO TOP-QUALITY PRODUCT

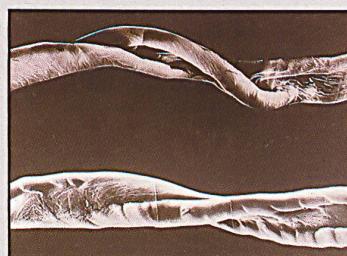
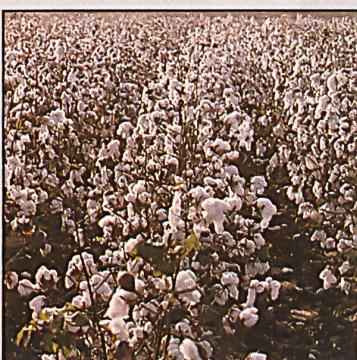


To ensure success, the seeds are carefully cleaned and treated with fungicides. Left, after ginning (the process in which the cotton fibres are separated from the seeds), the seeds are still covered with short fluffy fibres known as linters. Right, seeds ready for sowing.



Sowing takes place between late autumn and spring, depending on the hemisphere. One week after sowing, the seed leaves appear. When the young plant reaches a height of about 30 cm, side shoots develop, forming the bush. Cotton needs a great deal of sunlight and moisture. In Egypt, it is irrigated with water from the Nile.

Cotton varieties are classified on the basis of fibre length as short-staple, medium-staple, long-staple and extra-long-staple. The photo shows a staple held against a measuring gauge.



A single fibre under the scanning electron microscope. Cotton is eminently suitable for spinning both because of its fineness and because of its corkscrew-shaped coils.

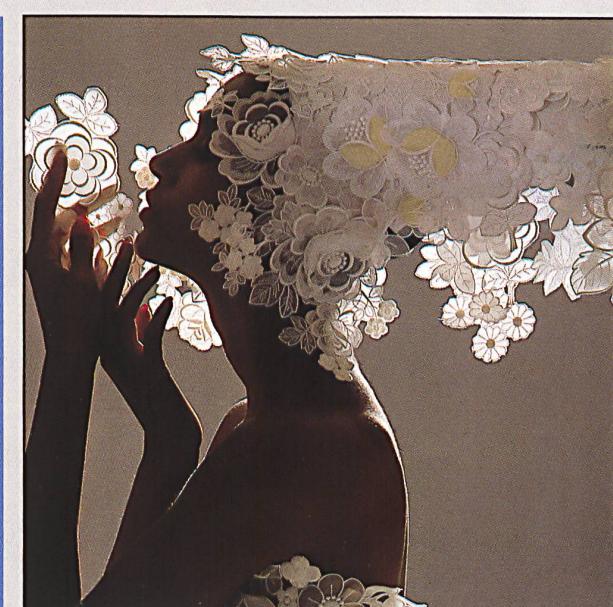
Ten to twelve weeks after sowing, the first delicate creamy-white flowers unfold.

Cotton field with a yield of roughly 1000 kg per hectare. The average world harvest is about 400 kg per hectare. The yield can be boosted by improved farming methods without increasing the area under cultivation.



Seeds with their attached fibres. One capsule contains approximately 30 seeds. The individual fibre is a single-celled hair which grows out from the surface of the seed and may reach a length (staple) of 42 mm, depending on the variety.

The properties of Egyptian cotton, enhanced by chemical processing, culminate in a product of superlative quality. Lace motifs by Union Embroideries, St. Gall.



Swiss Egyptian Cotton

Dr. Mahmoud Mohamed Dawood
President of the ECA

"The unique intrinsic properties of Egyptian cotton and its unrivalled spinning characteristics, coupled with the technological progress of the Swiss spinning and weaving industry and the traditional craftsmanship of the spinner, will undoubtedly contribute to the development of fine varieties of which both Egyptian producers and Swiss manufacturers can be proud."

GIZA – THE NAME OF AN ELITE WITH TINY DIFFERENCES

Just why it should be Egyptian cotton that has been endowed with so many advantages is still, to some extent, a secret of Nature. At the same time it is true that its inherent qualities have been considerably enhanced by judicious planning and cultivation. Egyptian cotton's most distinctive feature, which sets it apart from rival fibres, is its length, or staple. And further fine distinctions are drawn between the extra-long staple (ELS) fibre, over $1\frac{3}{8}$ " long, and the long-staple fibre, over $1\frac{1}{4}$ " long. The former group includes the varieties GIZA 45, 70 (Isis) and 77, the latter includes GIZA 75 (Lotus), 69 and 80 – to mention only the most important.

But that's by no means all that Egyptian cotton has to offer. Its other particularities include its great length and minimal cross-section, its high tear resistance, and its flexibility, to which it owes its very soft feel. In addition, fabrics made from Egyptian cotton are less prone to creasing than those made from coarser varieties.

Another major property is its natural gloss, which can be further enhanced by mercerization. This dull sheen gives dyes and prints a livelier resonance. Where dyeing is concerned, Egyptian cotton holds yet another trump card: since only ripe bolls are harvested, Egyptian cotton contains few dead fibres, which have a poor affinity for certain dyes. Achievement of all these qualities calls for constant checks and developmental research.

GIZA – PROTÉGÉ OF THE ECA

ECA – the recently founded Egyptian Cotton Authority – is placed under the aegis of the Ministry for Economics and Foreign Trade. Its President, former Minister for Agriculture, Dr. Mahmoud Mohamed Dawood, is a dynamic promotor of Egyptian cotton, a task for which he possesses all the requisite qualifications, both scientific and administrative. ECA's major responsibilities include control over exports and ginning and baling plants, economic development and marketing, and permanent liaison and interchange of experience with international bodies for the purpose of promoting cotton.

MAGIC WORD FOR EGYPTIAN COTTON

GIZA – A SUCCESSFUL FIBRE UNDER STRICT CONTROL

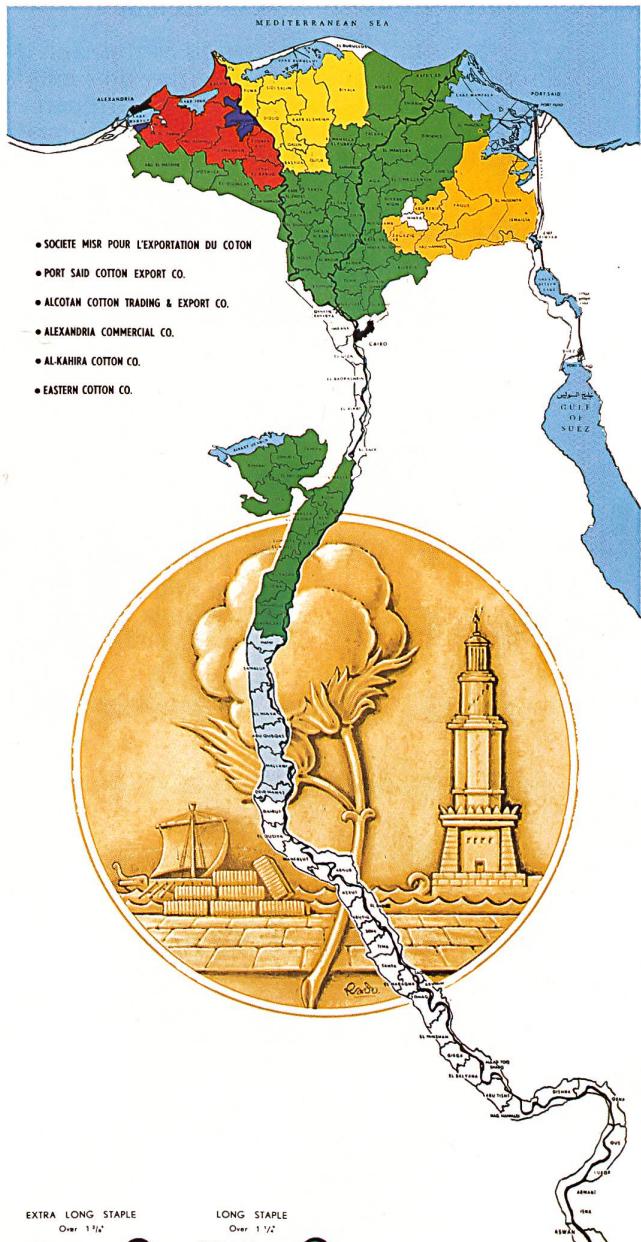
Control begins with the seeds, which the government distributes to the farmers. In each precisely delimited region only one specific variety may be sown. To prevent any undesirable subsequent cross-breeding, each gin may only process one variety per season. After being pressed into bales, each of which may only contain one variety, the cotton destined for export is sent to the port of Alexandria, where it undergoes a further process of cleaning by hand known as "farfara". This mixing achieves a uniform quality. Following these numerous preliminary processes, which are naturally reflected in the price, the cotton is shipped to various destinations, among them Switzerland.

GIZA – A TALENTED ALL-ROUNDER IN THE TEXTILE SECTOR

In view of its outstanding properties and high quality, it is hardly surprising that Egyptian cotton is much sought after as a raw material by Swiss spinners, weavers and clothing manufacturers. Its potential uses are practically unlimited, ranging from better-than-average sewing threads through twists for embroidery to woven and knitted goods, which ultimately find outlets in every field of prêt-à-porter and haute couture, and in luxury underwear and home textiles – the Swiss manufacturer's pride and the consumer's joy.

THE TABLES INDICATE THE CHIEF COTTON-GROWING AREAS, GROUPED
ACCORDING TO QUALITY CLASSES. DETAILS ARE ALSO GIVEN OF
MEMBER FIRMS OF THE ALEXANDRIA COTTON EXPORTERS ASSOCIA-
TION.

ALEXANDRIA COTTON EXPORTERS ASSOCIATION
COTTON MAP 1985 / 1986 SEASON



SWISS BEAUTY FARMING

FROM TINY DOTS TO SUPER STAR

The unique symbiosis of high-grade Egyptian cotton and technical perfection conferred by Swiss cotton processing quickly made a name for itself throughout the world: "SWISS COTTONS", whose quality was recognized as distinctly superior to that of rival products. Inhabitants of a small country deficient in raw materials, Swiss manufacturers were obliged to develop a product whose appearance, feel and properties outclassed those of their competitors.

Since cotton first appeared in Switzerland two and a half centuries ago, in the form of tiny dots and flowers woven into a linen fabric produced in the eastern part of the country, it has undergone one of the most revolutionary transformations in the history of textiles. First came the manufacture of all-cotton fabrics, chiefly the dainty muslins that were used, from the mid-eighteenth century on, as grounds for the famous Swiss embroideries. Then followed the application of chemical technology, which led to chemical or discharge lace, and some fifty years later Swiss manufacturers set the textile world agog with organdy – a cotton fabric made fully transparent by a high-finish procedure.

300 KILOMETRES OR 1 KILO...

Of course, only the best high-grade cotton, like the variety cultivated in Egypt, can be used to manufacture fabrics of such exceptional fineness. The finest Swiss cotton yarn produced today is classed as Ne 180/1, i.e. Nm 300/1, which means that 300 kilometres weigh no more than 1 kilogram! The principal cotton fabrics, distinguished by their silky sheen and delicate feel, include batistes, damasks, changeants, embroidered materials and feather-light super-tight fabrics.

The Swiss cotton industry is continually upgrading its technical know-how at every level, from spinning and twisting, through knitting and embroidery, to finishing. The outcome is a constant stream of novel developments that shed a fresh light on the potential of cotton. One speciality worthy of mention is a ultra-light single-jersey cotton, whose exceptional fineness and outstanding tear resistance are fully comparable with those of silk. With its dense, even stitch formation, it is a material of choice for print grounds. Recent Swiss cotton novelties include "wash-and-wear" shirt fabrics in superfine cotton, such as batiste and poplin weighing 100 and 120 g/m² respectively, whose high finish confers on them an exceptional degree of crease recovery without impairing the positive qualities of the natural fibres, such as moisture absorption and kindness to the skin. These fabrics are eminently suitable for smart business and city shirts in 100% fine woven cotton, for in addition to their superior quality they can now boast easy-care properties.

... 24 HOURS A DAY

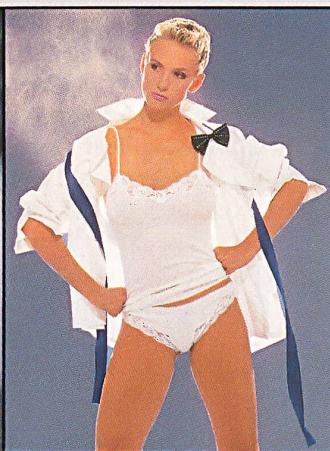
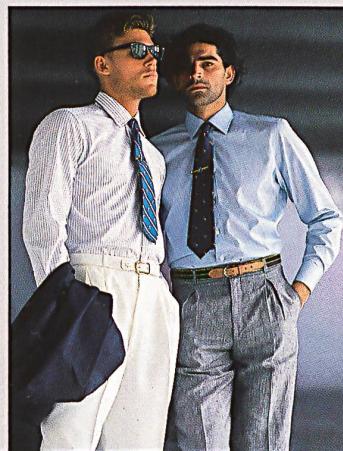
The nature and properties of cotton on the one hand and the creative flair of Swiss manufacturers on the other offer virtually unlimited scope for the yarn, from woven and knitted piece goods, through laces to luxurious embroidery fabrics. Equally appropriate for bed linen sets, seductive undies and sophisticated evening gowns, Swiss cotton is right up to the minute, right round the clock.



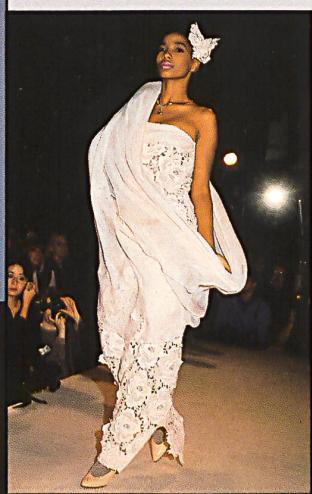
Swiss
EGYPTIAN Cotton

SWISS MANUFACTURERS ON EGYPTIAN SWISS COTTON

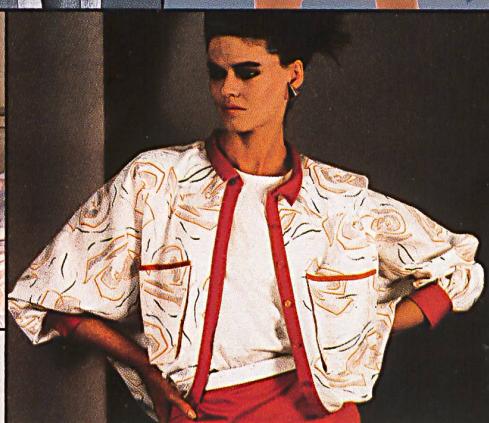
Hausammann + Moos AG
Weisslingen



Sawaco, W. Achtnich + Co. AG
Winterthour



Schlossberg Textil AG
Zurich



Forster Willi + Co. AG
St. Gall. Mod. Torrente

SPINNEREI AM UZNABERG
UZNACH/Mr. Albert Zehnder

...Egyptian cotton has properties that no other fibre possesses to the same extent, in particular its gloss, its tear resistance enhanced by mercerization, and its fineness...

Christian Fischbacher Co. AG, St. Gall

RADUNER + CO. AG, HORN/Mr. Jörg Tschopp

...cotton is a "must" for exclusive men's shirting. The advantages of this fibre are the increase in resistance after mercerization, the gloss and the uniform dye uptake...

SPOERRY + CO. AG, FLUMS

Mr. Werner Risch

...the soft handle and fineness are characteristic. Egyptian cotton has virtually the highest micro-naire value (mature fibres) there is...

SPINNEREI AN DER LORZE, BAAR

Mr. Hans-Rudolf Achtnich

...Egyptian cotton can be used wherever there is a demand for fabrics which are highly tear resistant, but at the same time fine and regular...

SPINNEREI + WEBEREI DIETFURT AG

BÜTSCHWIL/Mr. Otto Alder

...we use Egyptian cotton qualities to meet stringent requirements...