

Tiger[®] Cotton[®]

By Neutral[®]





TIGER COTTON

Tiger Cotton® has been 5 years on the way.
Now it's finally here!

To protect the biodiversity, people and planet
Tiger Cotton works to convert conventional
cotton farming to organic.

High quality label free basic wear made by
100% organic in conversion cotton and certified
EU Ecolabel, SA8000, GOTS In Conversion
and Oeko-Tex.



“Sustainable agriculture plays an important role in conservation. It is an important piece of the puzzle. When farmers manage their land sustainably, they can help preserve critical habitats by improving soil and water quality. This, in turn, enhances their agricultural productivity in the long term. In this case, promoting organic cotton in areas where agriculture and biodiversity interact could create a win-win scenario for farmers and wildlife.”

- Dr. Sejal Worah, Program Director, WWF India

WHY TIGERS?

The first Tiger Cotton® farmers lived and worked side by side with the great Bengal Tiger in Madhya Pradesh, India. Tiger Cotton® is named after them and the tiger is a symbol of all the biodiversity and wildlife that regenerate when a conventional farmer converts into organic.

It started out as a pilot project in collaboration with WWF India and has now grown into a full scale product-line converting farmers all over India.



4000 CONVERTED FARMERS!

In Madhya Pradesh we have now reached our first Tiger Cotton milestone and converted the 4000 Indian cotton farmers into certified organic.





UNTOUCHED BIODIVERSITY



14.000
COTTON FARMERS



THRIVING WILDLIFE



WE ARE MORE AMBITIOUS FOR THE FUTURE!



Our goal is to continue convert conventional cotton farmers and we are proud to say that we have now started to include organic cotton in conversion from other areas in India than Madhya Pradesh. We are welcoming them to the Tiger Cotton Family and are working hard to tell and share their stories.

COTTON CONVERSION

FROM CONVENTIONAL

Conventional farming use toxic pesticides, chemicals and GMO (genetically modified organism) seeds, which leads to damage of soil, groundwater and wildlife.



CONVERSION PERIOD

It takes 3-4 years to eliminate residues of chemicals and successfully restore the soil. In this period farmers output is declining.



HOW WE SUPPORT

By paying a premium in the conversion period increase the farmers' motivation to grow organic.



TO FINAL GOTS STAMP

A final achievement of the GOTS stamp secures the farmers future organic farming and helps to create a thriving wildlife, by restored soil, rivers and groundwater.



TIGER COTTON



NEUTRAL





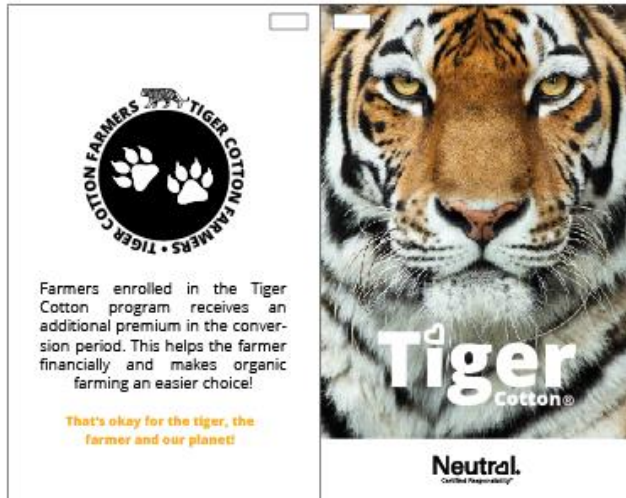
CUSTOMIZATION SHARE WHAT YOU WEAR



A label free t-shirt made with Tiger Cotton is more than a piece of garment. It's sustainability at its core. Through our communications, we will follow the biodiversity and wildlife and share their stories.

Share your own inspirational message or show the beauty of the Tiger Cotton project on your T-shirt!

NEWS! You can co-brand in the neck label.



TIGER COTTON FARMERS


Farmers enrolled in the Tiger Cotton program receives an additional premium in the conversion period. This helps the farmer financially and makes organic farming an easier choice!

That's okay for the tiger, the farmer and our planet!

Neutral.
Certified Responsibility

MADHYA PRADESH, INDIA


Deep inside Central India lie two of India's oldest nature reserves. These are the home for thriving wildlife, untouched biodiversity and the iconic Bengal Tiger. Between the two reserves live around 14,000 small cotton farmers, whose fields function as important Tiger Corridors. Converting to organic cotton farming creates healthy corridors and help preserve both biodiversity and thriving wildlife. That's okay!



14,000 COTTON FARMERS

Tiger Cotton®

By Neutral - Copenhagen, Denmark - Made in India



Our certificates are more than just funky looking stamps. They are your guarantee.

CERTIFICATES

OKAY COTTON - IN CONVERSION
100% certified organic cotton in conversion according to international sustainable textile methods. It takes 3-4 years to eliminate residues of chemicals and successfully restore the soil to organic cotton growing. The cotton originates from the transition phase to achieve the final GOTS certificate. Audits by an independent third party ensure credibility and transparency.

OKAY ENVIRONMENT
The official EU label for Greener Products. Eco-labelled products have a comparatively modest impact on air, water, soil quality, natural resource consumption, global warming and biodiversity.

OKAY WORKING CONDITIONS
SAKOS is based on the principles of International Labour rights norms. It measures the performance of companies in eight key areas: child labour, forced labour, health and safety, free association and collective bargaining, discrimination, disciplinary practices, working hours and compensation.

OKAY ENERGY
Renewable energy powers the Neutral production. That way, Neutral cutting contributes to cleaner environments and fights climate change. In times of surplus, energy not needed for production is directed to the local network.

OKAY TEXTILES
The Oeko-Tex 100 Standard comprehensively addresses the Human Ecology component of textile products. It evaluates and screens for any harmful substances present within processed textiles, which are in close contact with consumers.

OKAY FARMERS - OKAY TIGERS
Increasing organic farming helps preserve and restore the wildlife surrounding Tiger Habitats, which is ultimately crucial for the survival of the Tiger. But in the 3-4 years it takes to convert a conventional cotton field to organic the output is declining, making it difficult for the farmer to earn enough to survive. By paying a premium in the conversion period increase the farmer's motivation to grow organic.



The certificates covering this product do not apply to any printing or other applications added by a third party.

TAKE AWAY POINTS

#1

Tiger Cotton is high quality label free garments, made of 100% cotton in conversion and manufactured according to the highest international standards.

#2

You don't need to be a storyteller to sell Tiger Cotton, but you need to think about how your customers can communicate the added value bringing Tiger Cotton to their audience. Not only for responsible customers.

#3

We believe in the win-win. We believe in organic because it's Okay. Nothing more or nothing less. Tiger Cotton is our newest branch and is sustainability at its core.