

Communicating about BCI

Supplier and Manufacturing Members
Introductory slides

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April 2020

BCI Communications Benefits for the Supply Chain

	BCI Members (Suppliers & Manufacturers)	BCP Suppliers (Non-Members)
Basic Claims	✓	✗
Storytelling assets	✓	✗
Advanced Claims*	✗	✗
On-Product Mark (OPM)*	✗	✗
Event Materials	✓	✗

“We’re proud to work with members of the Better Cotton Initiative”

*Stories from the Field
BCI Farmer Results*



* Advanced Claims and the On-Product Mark (OPM) can only be used by eligible BCI Retailer and Brand Members

Use of the BCI logo on products

WHAT DOES THIS MEAN AND WHEN CAN THIS BE USED?

No one can offer 'Better Cotton' products



- Better Cotton is sourced via mass balance and not physically traceable to end products.
- Claiming Better Cotton is in your products is never allowed.
- 'BCI cotton' or 'Better Cotton products' cannot be offered.

So what does the BCI on-product logo mean?



- BCI Retailer and Brand Members only
- BCI review and approval required
- Supporting more sustainable cotton production through BCI Membership