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## **Cotton. From Blue to Green.<sup>®</sup> Grant Program Announced to Award UltraTouch<sup>™</sup> Denim Insulation To Community Projects**

*Cotton Incorporated and Bonded Logic help communities receive green insulation*

**NEW YORK** – Cotton Incorporated and Bonded Logic Inc. are teaming up to help community projects go green. The two organizations recently announced a grant program to provide UltraTouch<sup>™</sup> Denim Insulation to groups developing community-based green buildings.

The grant program is part of **Cotton. From Blue to Green.<sup>®</sup>** and will provide grants of R-13, R-19, R-21 and R-30 UltraTouch Denim Insulation. Applications are being accepted Nov. 15, 2010, through Sept. 30, 2011.

“Cotton Incorporated is excited to partner with Bonded Logic to launch this grant program, which benefits community groups and helps them be more environmentally-friendly,” said Paula G. Rosario, Vice President, Consumer Marketing – Strategic Alliances, Cotton Incorporated.

In 2006, Cotton Incorporated and Bonded Logic partnered for the launch of the **Cotton. From Blue to Green.<sup>®</sup>** denim drive program. Donated denim is given new life by converting it to UltraTouch Denim Insulation and provided free to communities in need to assist with building efforts, including Habitat for Humanity and Hurricane Katrina rebuild efforts.

Since the program launched, requests are received daily from groups looking to obtain the insulation for their community building project. The grant program is meant to address the needs of these groups and to help build green communities across America.

Requests for insulation can be made by filling out the grant application on the [www.CottonFromBlueToGreen.org](http://www.CottonFromBlueToGreen.org) website. The request must be made directly by an architect, builder or licensed contractor working on the project or a company with one on staff, and meet the eligibility requirements as outlined on the website.

“UltraTouch Denim Insulation makes it easy for communities who want to go green. The product is sourced from post-consumer blue jeans so it is very environmentally friendly,” said Sean Desmond, Sales/Marketing Manager for Bonded Logic.

By using UltraTouch Denim Insulation, groups can earn up to 12 LEED™ credits. Denim insulation offers maximum thermal performance and superior soundproofing (30 to 50 percent increase in acoustical performance). It is safe to the touch and, as a result, can be installed without goggles, respirators and gloves.

For more information on the **Cotton. From Blue to Green.**® UltraTouch Denim Insulation Grant Program visit [www.CottonFromBlueToGreen.org](http://www.CottonFromBlueToGreen.org). For more information on UltraTouch Denim Insulation, visit [www.bondedlogic.com](http://www.bondedlogic.com).

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#### **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.

#### **About Bonded Logic Inc.**

With over 35 years of insulation experience, Bonded Logic Inc. markets and manufactures a wide range of thermal and acoustical insulation products for multiple industries. Based in Chandler, Ariz., Bonded Logic offers a superior performing natural fiber product to meet every insulation need, while keeping consumers and the environment safe and healthy. The company is best known for its UltraTouch Denim Insulation – sourced entirely of post-consumer blue jeans and is free of harsh chemicals. Bonded Logic is an OEM supplier to leading manufacturers in various industries. Bonded Logic's products are widely available throughout the United States. For more information or to find a distributor, visit [www.bondedlogic.com](http://www.bondedlogic.com).