

# Adidas wants generalised 'Better Cotton' use by 2018: report

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Sporting goods are displayed at the Adidas Sports Performance store in 2005 in New York City. The German sporting goods group wants to make all its cotton clothing with material that has earned the "Better Cotton" label by 2018, an executive said Tuesday in a press interview.

The German sporting goods group Adidas wants to make all its cotton clothing with material that has earned the "Better Cotton" label by 2018, an executive said Tuesday in a press interview.

"We want to increase the part of 'Better Cotton' as quickly as possible, and use only that by 2018," Frank Henke, head of environmental and social issues at Adidas, told the business daily Handelsblatt.

The label is attributed to cotton raised with a minimum of [pesticides](#) and by methods that limit the amount of water used, while also providing sustainable work in decent conditions, the newspaper explained.

Last year, Adidas had more than 300 million pieces of [clothing](#) produced from [cotton](#) and synthetic fibres, both for taking part in sports and leisure wear.

It has been criticised by environmental and human rights groups for the negative impact of production methods in some of the factories that make its clothing.

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