

GINETEX

WASHCARE®



NEWSLETTER

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EU-REGULATION 1007/2011 ON TEXTILE NAMES AND LABELLING: COMMENTS ON THE MEETING HELD ON 27.2.2013 IN BRUSSELS

The reports of the studies on labelling requirements of textile products have been published at the end of January 2013. The European Commission has organised a meeting in Brussels on February 27th, with the Expert Group on Textile Names and Labelling to discuss of the outcome of the study and the possible ways forward.

As far as care labelling is concerned, Matrix study shows that the consumer expects to find on a first place this mention on a textile label, together with the size, before any other mentions; furthermore it was confirmed that the existing care labelling system is working well.

Until mid-June 2013, written comments and information about the conclusions of the Study may be sent to the Commission. Then, after the June meeting, a draft report will be prepared on the opinion of the Commission about possible harmonisation of textile labelling. This report will be submitted then to the Parliament and the Council in September.

ISO

While the new EN ISO 3758:2012 has been officially published on April 1st, 2012, we draw your attention on some new symbols or technical definitions that have been evolving recently.



WASHING	Mild washing at 95 °C does not exist anymore.	
BLEACHING	The symbol “oxygen bleach, non chlorine bleach only” is confirmed	
	“no bleach” has to be drawn as such	
TUMBLE DRYING	Temperatures are defined:	
	mild 60 °C, exhaust air	
	normal 80 °C, exhaust air	
NATURAL DRYING	Natural drying symbols are part of the new version ISO 3758:2012	
line drying		line drying in the shade
drip line drying		drip line drying in the shade
flat drying		flat drying in the shade
drip flat drying		drip flat drying in the shade
IRONING	The definition has also changed:	
	“ironing at a maximum temperature of 110 °C, <u>without steam</u> ”.	
PROFESSIONAL TEXTILE CARE	Wetcleaning	
	“do not professional wetclean”	

GINETEX TABLE OF FIBRES

NATURAL FIBRE			REGENERATED FIBRE			SYNTHETIC FIBRE			
Wool	Cotton	Flax	Lyocell	Modal	Acetate	Polyester	Nylon	Acrylic	Spandex

A technical document has recently been updated: the Table of fibres. It gives general information on natural, regenerated and synthetic fibres (chemical composition, formula, moisture content, colorants commonly used). It informs also on the maximum treatment the fibre alone can support.

All fibre denominations are also listed, according to the new EU regulation 1007/2011.

The poster can be “ordered” at ginetex@ginetex.net.



ECO-LABELLING

For several months, **GINETEX** has been working with global retailers on a clever care logo, to be used alongside the normal care instructions. The “clevercare” logo advises consumers that “good care practices” can help reduce the impact of cleaning on the environment. All advices can be found on clevercare.info.

The website is now available in English, French and German (other languages to be followed soon) at www.clevercare.info. Retailers may already use this logo on their textile label.



PROMOTING GINETEX

Lithuania: On February 14th, **GINETEX** has pursued its discussion with a potential representative in Lithuania, Inspecta Lithuania. They are becoming **GINETEX** Observer Member.

TRADEMARKS

GINETEX trademark is registered now in Pakistan.

A NEW APP FOR SMARTPHONES

“Care Symbols”, the new GINETEX Application, available for Android (iPhones mid-2013), guides you through all the meanings of textile care symbols you may find on textile labels.

This is a fine promotional support for GINETEX partners. If you, as an affiliate of a GINETEX Committee or a global GINETEX partner, would like to personalize this application with your details, such as:

- your own logo
- your merchant website, or even
- your own QR code printed in labels of your textile articles,



you may do so in registering on the following website Moma-wv: <http://moma-wv.com/register.php>. There, you indicate all your recommendations (type of banner, preselection of url, the time period: 6 months for € 99 or 12 months for € 189).

You confirm the invoicing address, validate your order and within a week the application is “yours”, customized with your corporate colours.



place your brand-specific banner here

both button and font colours can be customized to the corporate colours

*GINETEX has launched this Application in partnership with Moma-wv, contact@moma-wv.com.

It is also possible to “code” all labelling information displayed on the care label with this QR Code generator. Fibre content, Size, Care symbols, Made In ... can be also added and will be integrated in the QR code soon.

Using the phone's camera, the end customer can take a photo of this code. Afterwards, the app is able to decrypt the information and shows the contained label information.

For more information:

ginetex@ginetex.net or contact@moma-wv.com.



INSIDE GINETEX

At the last **GINETEX** General Assembly in Milan, the Board of **GINETEX** has been renewed 2013 – 2014; The Board will be composed of:



President

Kurt Gehri, Chairman of GINETEX Switzerland

Treasurer

Rolf Langenegger, CEO of GINETEX Switzerland

General Secretary

Agathe Pacard, General Secretary of COFREET

Chairman of the Technical Committee

Jean-Pierre Haug, General Secretary of Oekotex,
COO of Testex.

Chairman of the Legal Committee

Serena Moretti, Sistema Moda Italia.

IMPRINT

HEADQUARTER

Rue de Neuilly
P.O. Box 121
FR-92110 Clichy Cedex
Phone + 33 1 475 631 80
Fax + 33 1 473 027 09
ginetex@ginetex.net
www.ginetex.net

PRESIDENT

Dr. Kurt Gehri, CH

TREASURER

Rolf Langenegger, CH