

GINETEX



NEWSLETTER

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EU- LABELLING REGULATION

CARE LABELLING IN JAPAN

ASTM RELATIONSHIP WITH ISO

GINETEX TRADEMARKS

THE "MADE IN"

THE GINETEX APP

CLEVERCARE.INFO PROMOTION

NEWS FROM GINETEX BOARD

EU-LABELLING REGULATION UPDATE

The European Commission sent their report to the European Parliament and the Council regarding the possible need for new requirements for textile products and allergenic substances in textile and leather products.

The need for possible new labelling requirements was assessed on the basis of studies carried out on behalf of the Commission and checked and complemented by extensive discussions with a broad spectrum of stakeholders.

The main conclusions in regards to the textile care labelling are addressed by GINETEX.

Consumers give the highest priority to information indicating the best way of caring for textiles. In general, they are familiar with and understand the current labelling system.

This voluntary and worldwide well-established system is owned and controlled by GINETEX. The GINETEX symbol system is the basis for the standard EN ISO 3758:2012 (Textiles – Care Labelling Code Using Symbols) and other schemes (e.g. ASTM in the USA). It was thought that the possible move to a mandatory system was likely to have been limited.

CONCLUSION OF THE EUROPEAN COMMISSION: The Commission concluded that the current care labelling requirements do not need to be altered.

JAPAN MOVE TO ISO CARE LABELLING STANDARD SYMBOLS

The Japanese authorities are in the process of changing their care labelling requirements. Currently Japan has their own care symbols but under the new proposal they will move to the GINETEX symbols.

There are a number of steps that have to be gone through but it is expected that the new Japanese Standard will be in place by early 2015.



US MARKET – ASTM PERSPECTIVE IN REGARDS TO ISO STANDARD

The US Federal Trade Commission (FTC) has been reviewing its care labelling regulation. Under the current rules a care label has to either have the ASTM symbols or care instructions written in English. The ASTM symbols are tantalizingly close to the GINETEX symbols but different enough to require a separate label for products being sold in the US.

However, at a recent FTC meeting, it was recommended that the US rule be amended to allow the use of either the ASTM symbols or the GINETEX symbols. A member of the GINETEX Board was invited to attend the meeting to help advise the FTC on the future of the rules.

The proposal to allow the GINETEX symbols in the USA is a major step forward for all European exporters and retailers operating in this hugely important market. However, the US administration takes a considerable time to amend its rules and therefore it maybe some time till this recommendation is formally adopted. There were also a number of technical changes proposed including allowing the use of the wet cleaning symbol. GINETEX will of course keep you informed of all future developments.

GINETEX STRENGTHENS THE PROTECTION OF ITS TRADEMARKS AROUND THE WORLD

Already deposit in over 50 countries around the world, GINETEX have recently secured the 5 symbols trademark in two new countries – Slovakia in December 2013 and Romania in January 2014.

GINETEX are also developing the coverage of the trademark for the clevercare.info logo, and has launched a new deposit procedure covering an additional 20 countries. The logo will therefore be protected in more than 50 countries.



THE “MADE IN” – REGULATION NEWS ON LABELLING

THE “MADE IN” NOTION COULD BE IMPOSED BY THE PRODUCTS SECURITY PACK.

The European Parliament is currently discussing regulation projects concerning product safety and market surveillance. These two new regulations will replace the General Product Safety Directive. One of the aims of these draft regulations is to improve product traceability.

It is in this context that article 7 of the draft regulations suggests making the use of a “Made in” label compulsory on all consumer products made in or imported into the EU; this would cover all clothing and textile products.

Currently there is no legal requirement to include a made in label, unless it is necessary to avoid the risk of misleading the consumer, since there is a risk of con-

fusion on the real origin by using a brand, a sign, ordinary indication likely to let the consumer to believe in a different origin than the real one.

Under the proposals origin will be determined as it currently is under the non-preferential tariff rules – i.e. where the product was made or where the last substantial transformation took place.

It is likely that the European Parliament will adopt the draft text shortly. However, the final outcome of this part of the draft regulations is unknown as council is still divided on the general issue of mandatory origin labelling.



THE GINETEX APP ON CARE LABELLING

The GINETEX App gives information on all the textile care symbols and the clevercare.info logo. The download of the app is free of charge – just scan the given QR-code or download it via Play Store or App Store. The app language is selected on the basis of the smartphone settings or in English. The app reads the QR-code on labels giving the care information relevant to the textile article. Companies may generate QR-codes and can also promote its own brand via banner advertisement on the app (for more information please visit <http://moma-wv.com>).

During 2014 an extension of the app is planned which will cover information regarding fibre content and “Made in”. As soon as there is a uniform sizing system such information will also be added.

This situation offers new possibilities and opportunities to GINETEX members and their partners: The consumer not only gets general information about textiles but by scanning the QR code he obtains very specific information about the purchased textile product (care information, raw material composition, and indication of origin). And all this as a service from your company! Such a service is based on your active promotion – by printing your company’s own QR code, for example, on billboards, in your advertising, on your point of sale information, on your product packaging, your catalogues and any other advertising media and / or integration on your website.



place your brand-specific banner here

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



CLEVERCARE.INFO PROMOTION

On April 24th, at the Copenhagen Fashion Summit in Denmark, with the support of H&M, Stella Mc Cartney and the Danish Fashion Institute, clevercare.info®* has been presented, helping to extend the life of garments and reduce climate impact – by changing consumers' garment care behavior.

GINETEX presented its clevercare.info logo to more than 1000 people from the sustainable Fashion industry.

Please see the new website of clevercare.info® for the consumer launched by **GINETEX** end of February: www.clevercare.info

Clevercare.info® is the biggest opportunity for consumers to reduce the carbon footprint of clothing and to change the way they care for their clothing. Laundry alone accounts for around 25% of the carbon footprint of clothing. Washing clothes less often, washing at a lower temperature, using larger loads and tumble drying less could cut the footprint by 7% (WRAP, 2012). A direct benefit of better garment care is longer lasting clothing; so while changing caring habits is a significant area for carbon savings, extending the active life of clothing offers the greatest savings overall.

Initiated as a partnership between H&M, IKEA and **GINETEX**, and further specially supported in cooperation with Stella McCartney Ltd. and RB, the initiative takes advantage of this opportunity to promote change in consumers' garment care habits.

clevercare.info® will reach out to consumers and assist them in improving garment care practices through a fact-based approach. By compiling a database of materials and care practices based on garment tests, clevercare.info® aims to raise consumer awareness about care for their wardrobe items, extending their durability and thus benefiting both wallets and the environment.

The information platform at www.clevercare.info will offer tips and advices on the best low-impact care practices, in addition to test-based demonstrations of garment longevity based on parameters such as elasticity, fading and textile strength. clevercare.info®* is licensed and registered by **GINETEX**.

Within the garment environment, the clevercare.info® initiative has already been implemented by H&M on their care labels and is currently being followed and in cooperation with selected members of SAC (Sustainable Apparel Coalition), including Bestseller, Cotton Inc., Danish Fashion Institute, Esprit, DuPont, Green Earth Cleaning, Peak Performance, IWTO, Levi Strauss & Co., Novozymes, Patagonia, RB (Reckitt Benckiser), Stella McCartney Ltd., University of Delaware and W.L. Gore.

clevercare.info® (registered and licensed by **GINETEX**) encourages every brand or company to adopt the clevercare.info® logo to be print on the care label. The logo is free of use for all **GINETEX** licensees. For more information please contact **GINETEX** at ginetex@ginetex.net, +33 1 475 631 81.

clevercare.info® is developed, registered and licensed by **GINETEX**, the international association for textile care labelling. A wide range of partners within fashion, textiles and related industries, ranging from **GINETEX** to IAF, the International Apparel Federation, support the initiative collectively ensuring that the initiative is broadly implemented in the industry and that the message about good garment care and its vast benefits reaches consumers.



NEWS FROM GINETEX BOARD

IN OCTOBER 2014, THOMAS RASCH, GENERAL DIRECTOR OF THE GERMAN FASHION INDUSTRY ASSOCIATION, WILL BE THE NEW PRESIDENT OF GINETEX.

At the last **GINETEX** General Assembly held in Hlohovec in Czech Republic last November 2013, Thomas Rasch was nominated as Vice President of **GINETEX** and in the autumn of 2014, the **GINETEX** Board will elect him as the next President of **GINETEX**. Thomas Rasch will succeed Dr. Kurt Gehri then served as President for a period of two years.

Since 2004, Thomas Rasch has been General Director of the German Fashion Industry Association in Cologne. And since 1987, he has been working as a director in different German associations active in the clothing industry. The key aspects of his Association's professional activities are product safety legislation, foreign

trade legislation and tariff law and European Union Law. He regularly teaches and lectures on these topics, particularly in workshops for the textile and clothing industry.

"I am very proud to become president of **GINETEX** and I will continue the successful way **GINETEX** is already doing", says Thomas Rasch. "We are on a good way to strengthen even more the international position of **GINETEX** by getting worldwide new members. And with the logo Clevercare.info we are striking a new way by taking into account the aspect of sustainability what is a matter of particular concern for me as well as for our members."



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