



Mobile App

EXTRA HELP FOR A BETTER UNDERSTANDING OF CARE LABELLING SYMBOLS

GINETEX developed a SMARTPHONE APP to guide users through the meaning of all textile care symbols. It gives information on each textile care symbol and the clevercare.info logo. The download of the app is free of charge for companies – 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 that feature care information on the given textile article. Companies can generate QR-codes and can also promote their own brand via banner ads on the app.



This application offers new possibilities and opportunities to GINETEX members and their partners: not only do consumers get general information on textiles, but by scanning the QR code they obtain very specific information about the purchased textile product (care information, raw material composition, and origin). All of this appears as a service from your company! Promote this service actively: print your own company QR code on your billboards, advertising, on point of sale, product packagings, catalogues and any other advertising media (electronic or print).

GINETEX Care Symbols App's video:

[Download the GINETEX App information brochure](#)

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