



## NEWSLETTER

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## THE LIFELONG LEARNING PROGRAM

The Lifelong Learning Program is a European program within the scope of Leonardo da Vinci set up to create and harmonize educational tools to support technical knowledge and consumer comprehension. A 2-year care labelling project was run, and it finished in July 2011.

Participating in this project are Belgium, France, Greece, Portugal, Spain, Switzerland, and the co-ordinating country, the Czech Republic.

Specific educational tools on care labelling have been created, developed and translated for retailers and sales personnel, producers, dry cleaners, laboratories, teachers and institutions.

They are now available electronically in Czech, Dutch, English, French, German, Greek and Portuguese. Smartphone applications (apps and android) will soon be developed. Contact: [ginetex@ginetex.net](mailto:ginetex@ginetex.net).



tumble drying possible normal temperature (80°C)		tumble drying possible lower temperature (60°C)		do not tumble dry	
line drying		drip line drying		flat drying	
drip flat drying		line drying in the shade		drip line drying in the shade	
flat drying in the shade		drip flat drying in the shade		The number of dots indicates the severity as regards to temperature of the tumble drying process. The lines indicate type and position of the natural drying process.	



## EU-LABELLING STUDY



On 11 May 2011, the European Parliament has adopted a legislation resolution at second reading on textile fiber names and related labelling and marking of fiber composition of textile products.

In this resolution, the Commission is invited to “submit a report to the European Parliament and the Council regarding possible new labelling requirements to be introduced at Union level, in particular about the amount of information that should be supplied on the label of textile products. The report should investigate which means other than labelling may be used to provide additional information to consumer and examine, in particular:

The scope and features of possible harmonized rules on the indication of origin, and the added value to the consumer of possible labelling requirements related to

care instructions, size, hazardous substances, flammability and environmental performance of the textile products; the use of language independent symbols or codes for identifying the textile fibres contained in a textile product, enabling the consumer to understand easily the composition and, in particular, the use of natural or synthetic fibers; social labelling and electronic labelling; as well as the inclusion of an identification number on the label to obtain additional on-demand information, especially via internet, about the product and the manufacturer”.

The consultancy should start early January 2012 and the final report should be presented by September 30th, 2013 at the latest.

## ECO-LABELLING

Environmental issues are a major concern for all industries, and when it comes to care labelling, quite a few sectors are involved - detergent industries, domestic appliances, dry cleaners or textile and apparel manufacturers. Charters of good practices may be promoted, and are a concern for GINETEX. European legislation imposes constraints on waste treatment or energy consumption for new appliances, detergents, or solvents entering the market.

Some Global Partners of GINETEX wish to develop such promotion of good practices in this area. The consumer information website from the European As-

sociation for Detergents Industries is a good example: [www.cleanright.eu](http://www.cleanright.eu). As well as information, it gives tips and advice on how one can clean smarter at home.

Definitions of the GINETEX care labeling symbols are translated across all the European national languages. You can find them all on [http://uk.cleanright.eu/index.php?option=com\\_content&task=view&id=88&Itemid=185](http://uk.cleanright.eu/index.php?option=com_content&task=view&id=88&Itemid=185)

## TRADEMARK PROTECTION

The five symbols trademark is now also protected in Bulgaria, Iceland, Latvia and Vietnam.

## PROMOTION

**GINETEX** is active at the European level promoting the voluntary care labelling system with the use of symbols towards European associations concerned with care labelling, such as Textile and Apparel Industries and retailers. **GINETEX** is looking to establish agreements with other organizations concerned with care labelling. This initiative has been activated by the EU Parliament intentions for several new textile labelling regulations. On the EU level a study on labelling in general was finally agreed in this context. This should be done within the next months till September 2013.

**GINETEX** was one of the sponsors at the EURATEX GENERAL ASSEMBLY: new contacts were taken with Croatia, Romania and Turkey.

INTERNATIONAL APPAREL FEDERATION: The next IAF Convention will be from 13 to 16 October 2011 in Puerto Vallarta, Mexico. **GINETEX** will attend to promote care labelling on general as well as **GINETEX** itself and will be meeting representatives of Textile and Apparel Federations of Latin America.



## ISO 3758 UPDATE

At the time of the writing of this newsletter, the final voting on the new version of ISO 3758 has just started, open for a 2-months ballot (ending November 2011). **GINETEX** and ISO (Central Secretary) updated their agreement from 1989 regarding the use of the care

symbols based on international trademarks and, inside the informative Annex A, the licensing of **GINETEX** symbols under Reasonable And Non Discriminatory Conditions.

## NEW MEMBER

Thanks to previous contacts taken by François-Marie Grau, **GINETEX** President, **GINETEX** is very pleased to welcome Turkey as a new member among its national participating committee. **GINETEX** Turkey is represented by Intertek Test Hizmetleri AS, together with the Turkish Clothing Manufacturers Association, based in Istanbul.

**GINETEX** now counts the following 18 countries as member: Austria, Belgium, Brazil, the Czech Republic, Denmark, Finland, France, Germany, Great-Britain, Greece, Italy, the Netherlands, Portugal, Slovenia, Spain, Switzerland, Tunisia, Turkey.

Further information on members can be found on the web: [www.ginetex.net/members](http://www.ginetex.net/members).


















## NEW PARTNER

As Global Partners, we are also pleased to welcome the American company Marc Jacobs and the Swedish company IKEA.

# NEW GRAPHICS OF SYMBOLS

## INTRODUCTION PHILOSOPHY



1956	The graphics of the GINETEX symbols have been developed	
1958	The graphics have been modernized. Later new care treatments and symbols have been introduced or cancelled:	
	Introduction	Renouncement
1958	   	—
1973	 	—
1977		—
1983		—
2005	   	 
2011		 

Times are changing. Synchronized to ISO 3758 the symbols will be registered in ISO 7000. This standard concerns graphical symbols to be placed on equipment or parts of equipment of any kind. The graphics of symbols have to follow some graphical rules. Therefore, the general layout of the GINETEX symbols has been analyzed. GINETEX decided to bring the graphics in one single proportion and in a clearly defined appearance. As shown below the optical differences are small.

Therefore, GINETEX does not initiate a transition period of introduction of the new graphics; however, GINETEX recommends to adopt the new proportion as soon as companies need new label deliveries or the stock is consumed.

old	new
