



## NEWSLETTER

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## HOW TO LABEL IN A SUSTAINABLE WAY?

A Life Cycle Analysis (LCA) is based on the concept of sustainable development by providing an efficient and systematic way to determine the environmental impacts of a product, service or process. As far as textile products are concerned, washing and cleaning account for 50% of the LCA.

This is why some big retailers are looking for ways of raising consumer awareness to help them reduce their impact on the environment; GINETEX actively supports this action.

However, textile care labelling using symbols, recommending the lowest possible wash temperature is not the answer!

A separate “marketing” label would be of better use to indicate and/or educate the consumer to “go eco” when caring for their textiles.

- Using the same symbols for different purposes on a textile article – the most severe process and an ecological process will confuse the end-users.
- The symbols are covered by trademarks and these are designed to carry the most severe treatment only.
- There is no technical reason to mention a more gentle care treatment than the indicated maximum treatment e.g. if 60 °C, is shown on the washtub, then the textile may be washed with 60 °, 50 °, 40 °, 30 ° or 20 °C.
- Regular “low” temperature washing may lead to hygiene problems (bacteria and viruses survive low temperature washing cycles).

# ISO 3758

Some weeks ago the third draft of ISO 3758 on textile care labelling by means of symbols was discussed in Paris on July 8th 2010. The main modifications of this new draft since the last version of the ISO 3758:2005 are the following:



## THE PROCESSES:

### WASHING

The 95 °C gentle wash has been removed



### BLEACHING

After several years of lobbying by GINETEX, it has been accepted in the new version of ISO 3758 that the symbol for do not bleach will be a crossed out white triangle

using the St Andrew's cross



Previously the symbol was a blacked out triangle with the St Andrew's cross



### TUMBLE DRYING

Exhaust drying temperature are defined as:

for normal temperature 80 °C



for low temperature 60 °C



### NATURAL DRYING

The terms of natural drying symbols have been specifically defined – combined with drying in the shade – (line drying, flat drying, drip line drying, and drip flat drying). These are to become part of the standard and are different from those mentioned in the ISO 3758:2005 and may be cited if tumble drying process is forbidden.

#### Natural drying process

line drying



drip line drying



flat drying



drip flat drying



#### Natural drying process

line drying in the shade



drip line drying in the shade



flat drying in the shade



drip flat drying in the shade



### IRONING

There will be no change to the ironing symbols.

### PROFESSIONAL TEXTILE CARE

No dry cleaning is shown with



The wet cleaning symbol was introduced in 2005, but so far there was no symbol for "do not wet clean".

There is one now, the new symbol





Finally, with regard to the use of the symbols, ISO 3758 specified that if no information is given on one of the five symbolised care treatments, then any care treatment covered by that symbol can be applied with no restriction to the whole textile article.

Additional information is given in the Annex B of the standard, on regional and national requirements in care labelling.

GINETEX trademarks are specified as requirements in certain countries. The working group has recommended that these final changes to the standard be issued as a "Final Draft International Standard" which, if it receives a positive vote, will see a new version of ISO 3758 appearing in 2011.

## IMCO INTENTIONS (GINETEX POSITION FOR VOLUNTARY SOLUTION)

The EU Parliament has adopted on first reading, the proposition of a regulation on fiber names and textile labelling on May 18th 2010, following the adoption of the Manders report by the IMCO commission on April 8th, 2010. Together with other labelling issues, such as Made in ... , the study suggests that the following labelling requirements should be introduced within 2 years of implementing the new regulation:

- Harmonized care labelling
- Harmonized uniform size labelling for clothing and shoes
- Indication of any potentially allergenic or hazardous substances used in the manufacture of processing of textile article
- Ecological performance of textile articles
- Social Labelling
- Warning labels with regard to the flammability performance of textile products
- Electronic labelling, including RFID labelling
- Inclusion of an identification number on the label which shall be used to obtain additional on demand information about the product via Internet
- Use of language independent symbols for identifying the fibres used.

### GINETEX DEFENDS THE POSITION OF A VOLUNTARY CARE LABELLING SYSTEM:

Roughly speaking, 50% of countries have a voluntary system, and 50% have a mandatory system. But more than 90% of all the countries follow the GINETEX system. Experience shows that a mandatory system favours underlabelling, e.g. recommending "professional textile care" for a cheap cotton product that can be washed at 60 °C without any problem. This can involve unnecessary costs for the consumer while protecting the supplying company from potential claims. Such a development would undermine the care labelling system and damage its credibility.

The current voluntary system is far more flexible and it is simple to adapt to new technical and ecological developments or consumer practise.

## GINETEX PROMOTION

GINETEX was a silver sponsor at the public EURATEX General Assembly: some good contacts have been made with various associations from Eastern Europe.

GINETEX will also be present at the next IAF Conference in Hong Kong, in October 2010.

# GINETEX GLOBAL PARTNERS

Multinational companies with branches in different countries are welcome to join GINETEX as Global Partners. Textile companies producing and selling worldwide using the registered care labelling symbols on textile products may join as Global Users. Label producers, software suppliers or appliance manufac-

turer reproducing or supplying the graphics of the registered care labelling symbols are potential Global Reproducers. Multinational companies using the registered care labelling symbols for information on documents, the internet or for promotion are welcome as Global Copyright Users.



## GINETEX WELCOMES THE FOLLOWING NEW PARTNERS:

### AS GLOBAL USERS

Forever 21, US Company

Weber Stephen, US Company

Vegotex, Belgium Company

### AS GLOBAL COPYRIGHT USERS

Lectra, French Company

Amazon

### AS GLOBAL REPRODUCERS

Clotex, Hong Kong Company

Checkpoint Sytems, NL Company

## NEW TRADEMARK REGISTRATIONS

Over the last 50 years GINETEX has developed the system of language independent care labelling symbols. The symbols are covered by international trademarks registered at WIPO (World Intellectual Property Organization) in Geneva notably under the No. 461470, 492423, 849319, 849320 (non exhaustive list).

Due to advanced contacts with the following countries, GINETEX trademarks are progressing in Vietnam, Russia, Thailand, India, Pakistan and Canada. Renewals of the trademarks are also taking place in France, Italy and Portugal.

## THE LEONARDO DA VINCI PROJECT

This Lifelong Learning Program is a European program set up to create and harmonize education tools to support the technical knowledge and consumer comprehension of the care symbols among Member States and is scheduled to run for 2 years, finishing in July 2011.

Participating in this project are Belgium, France, Greece, Portugal, Spain, Switzerland, and the coordinating country, the Czech Republic. Target groups have been defined as being retailers and sales personnel, producers, dry cleaners, laboratories, teachers and institutions.



Common designs will be used on different type of documents, from the simple (magnets or stickers) to the sophisticated and detailed (leaflet or brochure), adapted to each target group.



## IMPRINT

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