



## NEWSLETTER

N° 19 - 2019 - DECEMBER

IPSOS' 2<sup>ND</sup> EUROPEAN BAROMETER

IAF'S 35<sup>TH</sup> INTERNATIONAL CONVENTION

CLEVERCARE.INFO UPDATE

GINETEX INTERNAL

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At the close of another year, GINETEX gratefully pauses to wish you a warm and Happy Holiday Season and All the Best for 2020!

## UNVEILING THE RESULTS OF IPSOS' 2<sup>ND</sup> EUROPEAN BAROMETER – SEPT 2019



GINETEX, the International Association for Textile Care Labelling, unveils the results of its second European Barometer, the 2019 edition of "Europeans and the textile care label", conducted with IPSOS. This survey was carried out in seven European countries: France, the United Kingdom, Germany, Italy, Sweden, the Czech Republic and Spain.

GINETEX unveils the outcomes of its second IPSOS European barometer on textile care (2019 edition). When it comes to caring for their textile products, durability of clothes appears to be a major concern for Europeans. Here are the major highlights of this year's barometer:

More than 8 out of 10 Europeans consider that the textile care label is useful. This proportion reaches 86% in the Czech Republic, 85% in Italy and 76% in France.

The vast majority of Europeans (70%) follow the label's care instructions. And an even higher proportion do so in Sweden (78%).

2 out of 3 Europeans say that they care for their clothes in order to be able to wear them longer (among other reasons).

75 % of Europeans give their unwanted clothes to charities, associations or relatives, or drop them off at a collection point.

3/4 of Europeans never or rarely buy a garment without a care label, and the same goes for 83 % of Britons and Germans.



Europeans are concerned about the durability of their clothing and pay great attention to their care instructions: 70 % respect the guidelines on their textile's label – a relatively stable result (+1 point) compared to the last edition of our barometer.



70 % of Europeans respect the care label instructions on their clothes!

On this specific subject however, answers differ quite significantly between the countries: 78 % of Swedes follow the care instructions, 71 % do so in France while only 64 % do so in the United Kingdom.

GET THE COMPLETE RESULTS OF THE market research on [www.ginetex.net](http://www.ginetex.net)

## CLEVERCARE.INFO: ANOTHER 5 LANGUAGES ONLINE!



[GINETEX EXTENDS THE SCOPE OF ITS INTERNATIONAL ECO-CARE PLATFORM WITH 5 NEW LANGUAGES, TO SHARE ITS ECO-CARE TIPS & TRICKS WITH INDIAN, RUSSIAN, GREEK, TURKISH AND ARABIAN END-CONSUMERS!](#)

These five additional languages are widely spoken throughout the world. This development proves how GINETEX embraces the importance of diversity in its efforts of driving a world-wide standardization initiative.

In order to further reach to end consumers and encourage them to take care of their garments with a sustainable, planet-friendly approach, GINETEX decided to extend its clevercare.info “ambassador” platform to 5 new language versions. With this recent addition, the eco-care platform now counts 23 different languages and will be able to address major markets: India, Greece, Russia, Turkey, and Arabian countries.



## INTRODUCING CETTEX, GINETEX'S NATIONAL MEMBER IN TUNISIA



### GINETEX VISITED THE NEW TECHNICAL CENTER OF CETTEX IN MONASTIR, TUNISIA.

Pascale Florant, the Secretary General of GINETEX, was in Tunisia for a textile labelling training session and took this opportunity to meet with Rym Charrady, Regional Director of CETTEX and CRT Monastir (Monastir Tourism Commission). She was invited to visit the new Technical Center of CETTEX where she was welcomed by the technical team.



The Technical Center of Textile (CETTEX) is an establishment of public interest, under the supervision of Tunisia's Ministry of Industry and SMEs. Created in 1991, the Center's role is to advise and provide its expertise to support apparel and textile industry players as well as Tunisia's public authorities.

The organisation advises and supports Tunisian textile companies in different facets of their development – from technical to management or organisational aspects – and supports them in their growth and innovation approach.

CETTEX offers a wide range of services: technical assistance for textiles, expertise, research and development, laboratory analysis and testing, professional training, technological and economic intelligence.



## EGYPTIAN DELEGATION VISITS GINETEX IN PARIS



### THE FRENCH CHAMBER OF COMMERCE IN EGYPT ACCOMPANIED BY REPRESENTATIVES OF EGYPT'S TEXTILE INDUSTRY CAME TO VISIT GINETEX IN ITS HEADQUARTERS IN PARIS, FRANCE.

Mid-September 2019, GINETEX was proud to welcome an Egyptian delegation from the French Chamber of Commerce in Egypt in its headquarters in Paris. GINETEX welcomed them for a half day meeting to discuss textile care labelling, textile labelling and related legal requirements. The delegation was composed of CEOs of Egyptian apparel brands, fashion designers, lawyer etc. – all of whom work closely in the Egyptian textile and apparel industry.





This was a great opportunity for GINETEX to present its international organization, its textile care labelling activities and an overview of general textile regulations.



The delegation was very interested in learning about the European Union regulation requirements in order to facilitate trade imports of Egyptian textiles within the EU. This translated into a fruitful conversation on the importance of the textile industry in Egypt and its close commercial partnership with the European market.

The delegation was travelling to France to visit the international “Premier Vision Paris” trade show and to meet with the French Textiles Organization (UIT).

## INTERNATIONAL REGULATION UPDATE



### HARMONIZING THE REGULATION OF TEXTILE LABELLING IN MERCOSUR COUNTRIES

The new GMC Resolution No. 62/18 defines the mandatory labelling requirements for textile products. It aims at harmonizing all existing regulations within MERCOSUR countries. All MERCOSUR member countries (Argentina, Brazil, Paraguay, Uruguay and Venezuela) were under the obligation to incorporate this resolution into their legal system by June 15, 2019.

This resolution applies to all textile products, which in their raw, semi-finished, finished, semi-manufactured, manufactured, semi-made-up or made-up state are exclusively comprised of textile fibres:

Products for which at least 80 % of their weight is made of textile fibres

Furniture coverings, mattresses, pillows, cushions, floor coverings and linings for shoes and gloves for which at least 80 % of their weight is made of textile fibres.

All products which are defined as textile products according to the resolution and which are intended for sale – whether of national or foreign origin – will have to feature the following information on their permanent label:

- The company name or trade name or the trademark name registered in the country where the item is sold
- The contact details of the manufacturer or importer with the tax identification number of the manufacturer or importer
- The words: “Hecho en” or “Fabricado en” or “Industria” followed by the name of the country of origin. Beware: no references to economic blocs or acronyms such as EEC, EU and UE are allowed
- The names of textile fibres or filaments with their respective percentage in the item’s composition
- Care instructions
- The product’s size or dimensions



The manufacturer's or importer's mandatory tax identification number is the main addition to this harmonization initiative. No abbreviations are allowed except for size, legal form indications and tax registration numbers. The languages used on the labels remain different. Labels for textile articles imported into Brazil must be in Portuguese, while articles imported into Argentina, Paraguay, Uruguay and Venezuela must use Spanish on their labels.

- To increase access to information which is mentioned on the label
- To guarantee a single tax per code unit generated by the goods
- To trace and record the different stages of the goods' movements. This registration aims at ensuring a better traceability of the products
- To entail the responsibility of all participants in the movement of goods. All parties in the chain of responsibility will have to communicate reliable information at each stage of the goods' circulation, in a timely manner.

## THE QR-CODE IN RUSSIA

The Russian Government has modified its marking system – based on identification – for goods that are imported into its territory, via an order dated April 28, 2018. From now on, certain consumer goods which are sold in Russia will have to carry identification marks (called “QR Codes”) containing individual product-specific information, in addition to the already existing mandatory information.

This obligation for importers to use a traceability QR code reflects the Russian government's ambition to set up an effective control system for labelled goods that circulate on its territory.

The management of the system is entrusted to the Russian Federation's Ministry of Industry and Trade. The marking software should be provided free of charge to the companies, however, they will have to pay for the generation of each brand's unique code.

This marking code is two-fold:

Following the order, the goods will have to be marked within this schedule:

- An identification code which breaks down into two codes:
  1. The goods' code
  2. A unique code for copying products
- A verification code, generated using Russian cryptographic technologies.

- As of March 1<sup>st</sup>, 2019 for tobacco products
- As of July 1<sup>st</sup>, 2019 for shoes
- As of December 1<sup>st</sup>, 2019 for perfumes, tires, leather clothing, shirts and blouses for women and girls, outdoor coats and jackets, bed linen and tablecloths, cameras (except camcorders) and camera flashes.

This system is primarily based on the following principles and objectives:

- To guarantee the minimization of costs for all parties who participate in the goods' turnover, during its labelling process.
- To identify each merchandise unit by assigning unique codes to each one of them



# IAF'S 35<sup>TH</sup> INTERNATIONAL FASHION CONVENTION IN LAHORE, PAKISTAN



[THE IAF CONVENTION HELD ON NOVEMBER 12 – 13<sup>TH</sup> 2019 IN LAHORE, PAKISTAN IS A MAJOR WORLD FASHION EVENT WHICH GATHERS IAF MEMBERS AND PRGMEA \(PAKISTAN READYMADE GARMENT MANUFACTURERS AND EXPORTERS ASSOCIATION\).](#)



The convention's core message "Let's grow together for a more prosperous and sustainable future" was addressed by the excellent moderators Jan Hilger, Mike Fralix and Matthijs Crietee together with local and international top speakers. They all gave valuable insights on several developments in supply chain management.

Mr. Abdul Razak Dawood – Special Advisor to the Pakistani Prime Minister for industry, innovation and textile – proudly opened the convention. The governor of Punjab, Mr. Chaudhry Mohammad Sarwar also joined him to chair another convention highlight: the gala dinner and IAF/PRGMEA Global Fashion Award. The stunning ancient Fort of Lahore also became the perfect stage for 10 young Pakistani designers who proudly showcased their sustainable collection of re-used textiles.

Brands, retailers and manufacturers from across the fashion industry gathered in Pakistan – one of the world's top garments suppliers – to take a deep dive into supply chains and see how mutual collaboration could make them more competitive.

On Monday November 11<sup>th</sup>, the IAF also held its General Assembly, during the Lahore World Fashion Convention. Alongside other important decisions, the IAF announced that it was embarking on a project with the World Federation of Sporting Goods Industries (WFSGI) to acquire large apparel brands and retailers as IAF Corporate members. The contribution of these new corporate members coupled with the collaboration of the WFSGI will strengthen the IAF association as a whole and consequently increase its value for all existing members too – a win-win for all! Four new Members of the IAF Board of Directors were approved by the General Assembly. Namely:

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[Mrs. Rubana Huq](#), President BGMEA, to replace Mr. Sidiqur Rahman

.....  
[Mr. Fazlee Ehsan](#), Vice President BKMEA to replace Mr. Mohammad Hatem

.....  
[Mr. Dirk Vantghem](#), Director General EURATEX to replace Mr. Mauro Scalia

.....  
[Mr. Leslie Holden](#), Head of Postgraduate Studies at AMFI, representing IFFT

IAF is building on its mission to represent the industry on a global scale, with a strong focus on the development of smarter, stronger and more sustainable supply chains.

The upcoming 36<sup>th</sup> IAF World Fashion Convention will take place in the Belgian city of Antwerp, from November 9<sup>th</sup> to 11<sup>th</sup> 2020. This next edition's format will be slightly different, in order to better address market needs and to promote cross industry, global collaboration on a great number of issues which have become crucial to our industry's health and sustainability.



# GINETEX'S GENERAL ASSEMBLY



## GINETEX HELD ITS 2019 GENERAL ASSEMBLY ON OCTOBER 18<sup>TH</sup> 2019 IN LONDON, UK.

Last October, **GINETEX** was invited by its UK national member UKFT to hold its 2019 General Assembly in London.

**GINETEX** continues to hold its international activities and to widely develop. Michael Hillmose, **GINETEX**'s current President, mentioned that the **GINETEX** labelling system was gaining more and more respect from partners, authorities, organizations, and companies around the world and congratulated all the national members present at the meeting.

Today, the five textile care symbol sequence has become a worldwide reference which provides clear and comprehensible care instructions to the market. **GINETEX** and its 21 national members work hard to make sure these symbols are used properly. The **GINETEX** textile care symbol value offer has become a well-recognized, harmonized and standardized worldwide system. This is the result of daily efforts from our international association and its national members – an investment that benefits our Global Partners, **GINETEX** licensees and the industry in general (textile and apparel brands, supporting labs and all other **GINETEX** partners as well as all end-consumers).

All through this year, alongside other worldwide experts, **GINETEX** participated in the revision of the ISO3758 standard, which is now underway (the project is at DIS voting stage). All experts are doing their best to provide the apparel and textile industry with the most appropriate standard in response to changes within the market's needs.

In June, **GINETEX** signed the Fashion Industry Charter for Climate Action supporting the green agenda that most of the world is following now and for many years to come. President Michael Hillmose states that it is the responsibility of **GINETEX** to be part of this movement towards a more sustainable fashion and textile industry.

The General Assembly was an opportunity for **GINETEX** to thank all its partners for their close cooperation over this past year. Teamwork, hand in hand with our international partners creates great value – the cornerstone to a successful future for **GINETEX** and the market in general.

The [clevercare.info](https://clevercare.info) initiative is perfectly in line with this team approach. An increasing number of companies and **GINETEX** licensees (including some of the largest fashion companies in the world) use the [clevercare.info](https://clevercare.info) logo. The international end consumer website is frequently visited by people and companies across the globe. Given today's worldwide awareness and approach to sustainability, [clevercare.info](https://clevercare.info) makes more sense than ever.

When you browse or search for labelling information, **GINETEX** will always show up as an important player – if not the most important player – in the field. Many organizations, authorities, and NGOs point in the direction of **GINETEX** when the question comes to labelling. Together, let's continue to invest in the future... to offer good value to our customer in terms of textile care and eco-care practices for a better planet.

At the end of the General Assembly, all **GINETEX** members voted unanimously for the following Board for 2020.

## GINETEX BOARD



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President	Adam Mansell, CEO of UKFT, UK
Vice President	Alejandro Laquidain, International Relations of Consejo Intertexil Español, Spain
Treasurer	Rolf Langenegger, President of GINETEX SWITZERLAND, Switzerland
Secretary General	Pascale Florant, Secretary General of COFREET, France

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### Technical Committee

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Chairman	Jean-Pierre Haug, COO of Testex, Switzerland
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### Legal Committee

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Chairman	Serena Moretti, Lawyer at Confindustria Moda, Italy
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Honorary President	François-Marie Grau, Vice-President Treasurer of COFREET, France
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## IMPRINT

### HEADQUARTER

37, Rue de Neuilly  
FR-92110 Clichy Cedex  
Phone + 33 1 475 631 71  
ginetex@ginetex.net  
www.ginetex.net

### PRESIDENT

Michael Hillmose, DK

### GENERAL SECRETARY

Pascale Florant, FR

### TREASURER

Rolf Langenegger, CH