

# GINETEX



## NEWSLETTER

09 - 2014 - NOVEMBER

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CLEVERCARE.INFO UPDATE

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GINETEX INTERNAL

## UPDATE ON JAPAN AND US CARE LABELLING POLICIES IN REGARD TO THE ISO STANDARD

**IN JAPAN** – The Japanese authorities are currently in the process of changing their care labelling requirements. Currently Japan have their own care symbols but under the new proposal they will move to the GINETEX symbol system. 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.

**IN THE US** – 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 tantalisingly 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. Adam Mansell, UKFT Director of Special Projects, 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 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 sometime before this recommendation is formally adopted. There were also a number of technical changes proposed including allowing the use of the wet cleaning symbol.

The US standards body has also recently revised their dry-cleaning standard to allow the use of silicone as a dry cleaning method.

## CLEVERCARE.INFO IS EXPANDING ITS VISIBILITY ...

In early 2014, GINETEX launched its new clevercare.info logo aimed at the consumer. At the end of February, GINETEX launched its end consumer website [www.clevercare.info](http://www.clevercare.info). GINETEX invested around 35K\$ to create this platform offering recommendations, tips and advice on the best low-impact care practices.

Last April, GINETEX participated at the Copenhagen Fashion Summit and presented its clevercare.info initiative in Denmark, to 1000 people from the Garment and the Fashion Industry, with the support of H&M, Stella McCartney and the Danish Fashion Institute.

At the end of September, GINETEX was presented its clevercare.info concept to the IAF General Assembly in Medellin, Colombia.

Today, the clevercare website is being translated in almost 10 languages to encourage and support local marketing and communication activities of our National Members. Already you can find the site in Brazilian, Czech, Finnish, French, German, Nederland, Portuguese, Slovak, Italian and Spanish. A Danish version should be online soon.

GINETEX encourages all brands and companies to adopt the clevercare.info logo which should always be produced on the care label along with the five care labelling symbols.

GINETEX has already launched some initiatives with its partners and through its national members to broadly implement this concept in the industry, and to reach the consumer with the message about good garment and textile care and its vast benefits. The logo is free to use for all GINETEX licensees. For more information, please contact GINETEX at [ginetex@ginetex.net](mailto:ginetex@ginetex.net), Tel: +33 1 475 631 81.



The Logo should be used always in combination with the care symbol row



## COFREET, THE GINETEX FRENCH NATIONAL MEMBER, CELEBRATES ITS ANNIVERSARY IN 2014

**2013, GINETEX TURNED ON 50:** In 2014, the French labelling Committee, COFREET (Comité Français de l'Etiquetage pour l'Entretien des Textiles), based in Paris, celebrates the 50<sup>th</sup> anniversary of the introduction of the care labelling symbol system in France.

Last June, at its General Assembly, COFREET commemorated the event with more than 50 people, composed of members and partners. It was also the time for the French association to elect its new President: Mr François-Marie GRAU, standing in for Mr Yan Balguery. Part of the GINETEX board, Mr François-Marie Grau became Honorary President of GINETEX in November 2013.

This event was an opportunity for Mr François-Marie Grau to redefine the three main objectives for the coming year: inform consumers, continue to help GINETEX to develop the international harmonization of the care labelling symbol system, and pursue the development of sustainability concept around its [clevercare.info](http://clevercare.info) newly launched logo.

To inform consumers on the textile care symbols, the COFREET launched in 2014, a communication campaign: "My care label turns 50". Various communication tools were provided to the textile industry actors: Web banners in different sizes, posters, kakemonos. Besides, COFREET is also improving its digital fingerprint thanks to the coming modernization of its Internet.



In one of these three perspectives, COFREET has also the will to relay in France the [www.clevercare.info](http://www.clevercare.info) website, launched last February by GINETEX. The Clevercare logo's objective is to make consumers aware of the possibility of a longer life expectancy for their textile while reducing the climate impact, and encourage them to change their behaviour in the maintenance of their textiles. Currently available in almost 10 languages, the [www.clevercare.info](http://www.clevercare.info) website aims to be a tool to be spread internationally.

In global markets, where French companies are more and more present, it is vital to have a standardised and harmonised labelling system. The textile care symbols are currently registered in 50 countries. 20 national GINETEX committees relay this care labelling system to their local textile industry within their own country. Japan and the United States have begun a process to recognise the GINETEX system and the Mexican, Brazilian or Chinese markets are now opening up.

The textile care industry is naturally concerned by the environmental issues, whether it is water need, in electricity or in washing powder. One of the COFREET's actions, besides of the Clevercare.info website launch, was the creation of the "responsible textile care trophies", aimed at rewarding the virtuous behaviour of the textile care industry whose 4th edition will take place in spring 2015. COFREET also actively participated in the "I prefer 30°C" campaign with 4 other GINETEX national members. This campaign was organized to encourage the Europeans to use lower washing temperatures than the ones indicated, realizing major energy savings.

Having the co-ownership of the care labelling symbols, COFREET and GINETEX insure their development and their management in France and internationally. As a valuable source for the brands, numerous companies selling textile products trust this labelling system worldwide.



## TEKO: THE NEW GINETEX NATIONAL COMMITTEE IN SWEDEN

TEKO, the Swedish Textile and Clothing Industries Association based in Stockholm, is the new National Member for GINETEX in Sweden and will represent the care labelling symbols for Swedish textile and fashion companies.

TEKO is the Swedish trade and employers' association for companies working in the textile and fashion industry. They count about 200 member companies with a combined work force of 7000 employees. Their operations range from global corporations with hundred years in business to newly established sole proprietorships.

TEKO works within three fields: Fashion and Apparel, Technical Textiles and Interior Textiles with a focus on export.

“TEKO appreciates the work done by GINETEX and by its National Members since all these years. Our Textile and Apparel Association is looking forward to being an active partner in Sweden in the future for GINETEX as it's of great importance for us to assist our members in Sweden the best way as possible for the use of the textile care labelling and risk minimization”, indicates Elin Lydhal, Secretary General of TEKO.

TEKO is member of the Swedish Confederation of Enterprise. Their head office is in Stockholm with the Swedish Engineering Industries; TEKO has nine regional offices distributed over the country. TEKO is part owner of the Swedish Fashion Council and has close ties to the Nordic and North European sister associations.

“GINETEX is happy to welcome TEKO as National Member in Sweden.

We are looking forward to a fruitful cooperation to promote GINETEX care labelling symbols to Swedish Textile and Apparel companies. The GINETEX “family” is growing and it underlines the importance of the standardization and the harmonization trends of the ISO 3758:2012 standard using GINETEX care labelling symbols worldwide”, indicates Thomas Rasch, incoming President of GINETEX.

With TEKO in Sweden as our newest member, GINETEX now has 20 National Members covering 20 different countries in Europe, North Africa and Brazil. They are responsible for promoting and extending the GINETEX care labelling symbols system in their country under the standard ISO 3857:2012.



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TEKO | SVERIGES TEXTIL  
& MODEFÖRETAG

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## THE 30TH IAF WORLD FASHION CONVENTION HELD IN MEDELLIN (COLOMBIA)

This year, the International Apparel Federation (IAF), held its 30th IAF World Fashion Convention year and its General Assembly in Medellin – Colombia, at the end of September. Over 300 delegates from all around the world were there to listen to innovative projects, innovative business approaches and best practices from other industries. They were invited to share ideas within professionals of the textile and apparel industry of all around the world.

In the General Assembly of the International Apparel Federation, held in Medellin during the 30th IAF World Fashion Convention, Rahul Mehta was elected as new IAF President for the coming two years. He succeeds Harry van Dalzen who has been IAF's leader in the past four years. Rahul Mehta is President of the Clothing Manufacturers Association of India (CMAI) representing this esteemed association in IAF since many years.

At the General Assembly, Pascale Florant, General Secretary of GINETEX, had the opportunity to present the GINETEX activities on care labelling symbol system, and its [clevercare.info](http://clevercare.info) initiatives.

## NEW GLOBAL PARTNERS

GINETEX is pleased to welcome four new partners: Bona AB and Rudholm&HK AB in Sweden as Global Users, DOG UG with the trademark "We care label" in Germany as Global Reproducer, and Zooka Creative in the United States of America as Copyright Producer.

This 30th IAF world Fashion Convention represented a good opportunity for GINETEX to create contacts with South American Apparel and Fashion companies, considered to be a fast growing textile and Apparel market, and to meet with world representatives of the industry.

For the two days of 30 IAF World Fashion World Convention, many speakers were invited to present and share their activities and we learned about the South American Textile and Apparel market.



**30<sup>TH</sup>**  
IAF WORLD FASHION  
CONVENTION  
MEDELLIN COLOMBIA 2014  
SEPT. 29<sup>TH</sup> - OCT. 1<sup>ST</sup>  
ORGANIZED BY THE INTERNATIONAL  
APPAREL FEDERATION (IAF)

# GINETEX INTERN

## GINETEX HOSTS ITS GENERAL ASSEMBLY 2014 IN GENEVA

On October 28th, 24 representatives of National Committees attended the General Assembly 2014 of GINETEX in Geneva.

Dr. Kurt Gehri opened the meeting with his Report of the President indicating, "The present General Assembly marks the end of another official two years' period of Presidency of GINETEX, the third one for Switzerland, the last one for me. " The President, Dr. Kurt Gehri, expressed all his gratitude to all GINETEX national members present, to the members of his board and to the General Secretary, Pascale Florant, for all their contributions and excellent work done.

GINETEX is making excellent progress on the international level, becoming the voluntary and worldwide established system for textile care labelling, continuing to recruit new national members in China, India, Japan... and creating new partnership programs to develop initiatives around [clevercare.info](http://clevercare.info).

Dr. Kurt Gehri stressed the good stability of the GINETEX financial situation and the increased number of GINETEX licensees worldwide.

He pointed out all the technical investments done over this year. On the legal side, GINETEX is pursuing its investment on trademark deposit – the five symbols trademarks and the clevercare logo. A recent audit report, requested by the GINETEX board, helps the association to optimize its trademark strategy worldwide.

TEKO has been officially validated by the General Assembly as new national member of GINETEX in Sweden. Dr. Kurt Gehri warmly welcomed TEKO and wished them a lot of success in regulating GINETEX textile care labelling in Sweden. Today, GINETEX counts 21 National Members all over the world.

At the end of the meeting, Thomas Rasch has been elected unanimously as the new President of GINETEX for the next two years period (2014–2016). Dr. Kurt Gehri warmly welcomed Thomas Rasch as his designated successor and wished him all the best for his mandate.

"GINETEX is on the right way, the standardization of the textile care labelling is a good thought for every one of us and for our environment." concluded Dr. Kurt Gehri.



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## NEW GINETEX BOARD ( 2015 – 2016 )

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President Thomas Rasch, Managing Director of German Fashion Industry Association

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Honorary President François-Marie Grau, President of COFREET

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Vice President Vacant

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Treasurer Rolf Langenegger, CEO of GINETEX Switzerland

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General Secretary Pascale Florant, General Secretary of COFREET

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## TECHNICAL COMMITTEE

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Chairman Jean-Pierre Haug, General Secretary of OekoTex, COO of Testex

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## LEGAL COMMITTEE

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Chairman Serena Moretti, Lawyer at Sistema Moda Italia

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## IMPRINT

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### PRESIDENT

Mr. Thomas Rasch, DE

### GENERAL SECRETARY

Pascale Florant, FR

### TREASURER

Rolf Langenegger, CH