



MILESTONES

FROM TEXTILE CARE SYMBOLS TO AN INTERNATIONAL COMPETENCE CENTRE



Until the mid-fifties, textiles consisted almost entirely of natural fibres. The new washing machines were gentle on textiles. Two washing programs were therefore sufficient: 95° C for boiling and 60° C for non-colorfast dyed materials.

In the early sixties, chemical fibres were developed on a wide scale. At the same time, modern finishing techniques for fibres. New manufacturing techniques for the production of garments such as front fixing, bonding and welding were developed at a remarkable rate. New sophisticated washing machines were launched. Textile care, however, remained complex. Whether informed consumers or experimented cleaning professionals, no one was able to grasp the basic damage control, at all times.

In parallel to these ongoing technological developments, trade relations became far more international. Verbal communication and symbols to avoid the use of different languages became vital!

In 1963, GINETEX introduced the care labelling symbols

On March 26th, 1963, following several International Symposiums for Textile Care Labelling at the end of the 1950s, GINETEX ("Groupement International d'Etiquetage pour l'Entretien des Textiles") was founded, with head trademarks in most countries. The founding members were the Benelux countries, the Federal Republic of Germany and France.

Today, a Worldwide textile labelling Competence Centre

The guiding principles of GINETEX defined at the time still remain largely valid today, but with the industry's growing demand, the textile care labelling system is constantly called to centre stage for further updates and optimization.

Given the global scale on which textile players now operate, GINETEX has also widened its scope of expertise to become a centre of competencies - providing its members with full consultancy services on textile care labelling in research and development, legal supports, expertise and support from local and worldwide lobbying, normalization follow up, strategic planning and implementation initiatives (including the clevercare.info platform), and more...