



## SUSTAINABLE TEXTILE CARE

### CLEVERCARE.INFO, A FULL CONSUMER-ORIENTED MARKETING PRO



#### About clevercare.info

Clevercare.info is the GINETEX logo for sustainable textile care, applicable worldwide. By adopting simple habits, consumers will care for their fabrics the clever way - extending the lifespan of their fa

#### A worldwide communications campaign

GINETEX is currently investing in a worldwide communications campaign to promote its clevercare.info logo. 7 consumers and... our planet!

Today, an increasing number of apparel companies agree that consumers are ready to hear from them on how to take care of their clothes in better shape, while also taking care of our planet. Consumers are now willing to change their day-to-day habits to take better care of their clothes.

Apparel companies such as Agnes b., Carrefour, Engelbert Strauss GmbH & Co, Esprit, Galeries Lafayette, Grou Performance, Playshoes GmbH, Sevia Kids, Stella McCartney, Ragwear, etc. are adopting the clevercare.info logo. Eco-caring is a priority for our industry today. [See all ambassadors](#)

Next year, for their new collections, other companies will also follow this worldwide initiative.

### Consumer-oriented communications

GINETEX developed clevercare.info, in order to advise consumers that they can influence the environmental impact of their clothes by adopting simple habits. The most relevant way in which consumers can reduce their carbon footprint is to change the way they care for them. Laundry alone accounts for approx. 30% of the carbon footprint of clothing. GINETEX is now starting to use the logo on their care labels and are developing consumer worldwide communications.

Two GINETEX promotion campaigns are available for external communications. If you are an apparel or textile company, you can have them translated in your national language.

### Learn more about the clevercare.info initiative

[Download our leaflet](#) 

[Watch a 1,45" video spot on Youtube !](#)

### See our lively and fun comic strip

If you would like copies, either printed or electronically please contact [ginetex@ginetex.net](mailto:ginetex@ginetex.net).



[Access the website](#)

