

# ECO-CARING FOR FABRICS

IT'S ALL IN THE TAG!

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ADOPT SIMPLE HABITS  
TO REDUCE CLIMATE  
IMPACT AND CARE  
FOR YOUR FABRICS  
THE CLEVER WAY!



For more clever tips  
and tricks, go to  
[www.clevercare.info](http://www.clevercare.info)

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# EDITORIAL

## IT'S ALL IN THE TAG!

How you care for a textile product greatly influences its environmental impact.

By following the recommendations on textile care labels, each one of us can adopt simple habits for a better environment, on a daily basis. This also helps prolong the lifespan of your favorite fabric - while also caring for our planet!

Check out these simple and easy-to-adopt eco-caring tips!

Happy reading!



LABELS ARE KEY  
IN CARING FOR TEXTILES.  
DON'T CUT THEM OUT!  
THESE INSTRUCTIONS  
WILL TELL YOU ALL YOU  
NEED TO KNOW TO CARE  
FOR YOUR GARMENT!



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# WASH YOUR CLOTHES

## ONLY WHEN NECESSARY

### **Studies prove that we wash our clothes too often.**

Reducing the number of times you wash your textiles and filling your machine up properly before starting it actively contributes to reducing water and energy consumption!

**Fill up your washing machine entirely before starting it. This avoids excess mechanical friction that may damage the fibers.**

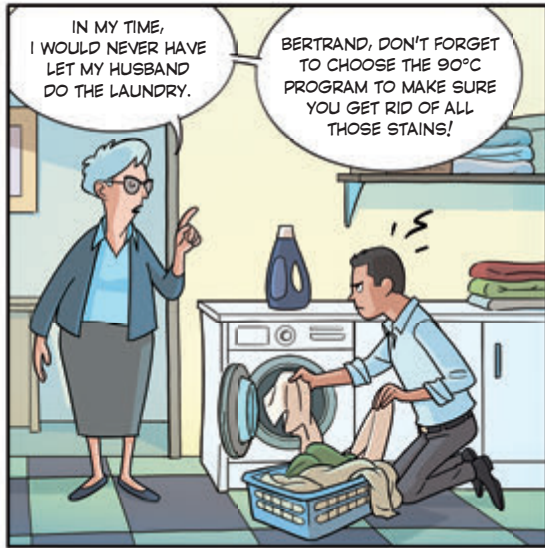


HERE'S A TIP  
FOR YOU:

IF YOUR CLOTHES AREN'T  
TOO DIRTY, SIMPLY AIR  
THEM A LITTLE.  
GOT IT?  
BEAT THE DRUM...  
AND LET EVERYONE  
KNOW!



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# REDUCE THE TEMPERATURE

## WHEN WASHING YOUR LAUNDRY

**Textile care labels indicate the maximum temperature at which you may wash your textile products without affecting their quality.**

Using a lower temperature is always possible.

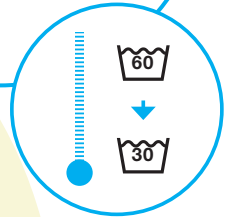
A 30°C wash is enough for clothes that aren't too dirty and also gives significant energy savings.

If you pre-treat stains before machine-washing, you can select a more moderate temperature program - and thereby limit power consumption.



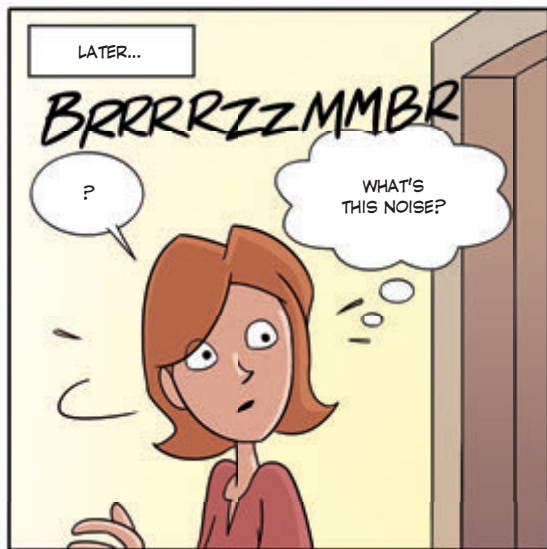
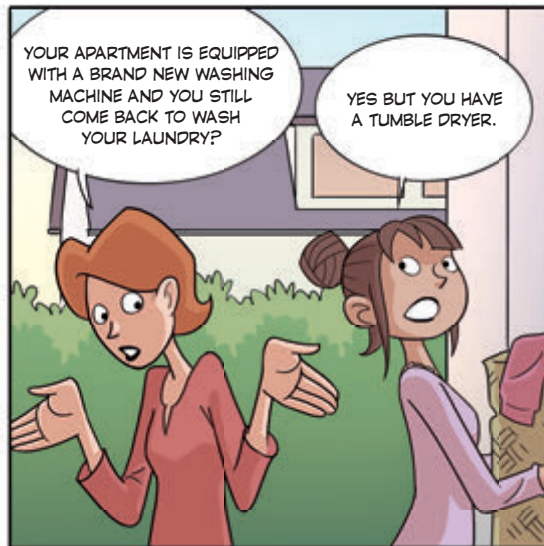
KEEP COOL!

GOING FROM 60°C TO 30°C CAN REDUCE YOUR ENERGY CONSUMPTION BY UP TO HALF, AND YOUR LAUNDRY WILL STILL BE CLEAN!!!

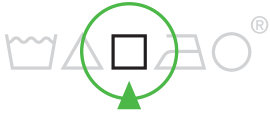


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# NATURAL AIR DRYING

## SAVES ENERGY

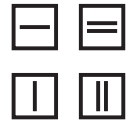
**On top of energy savings, textiles keep their original shape** and profit from a longer lifespan - a realm of benefits that fully respect the environment.

Air-dry your laundry naturally, whether indoors or outdoors, whenever possible. It's free, it preserves your clothes from tumble drying and has no impact on the environment!

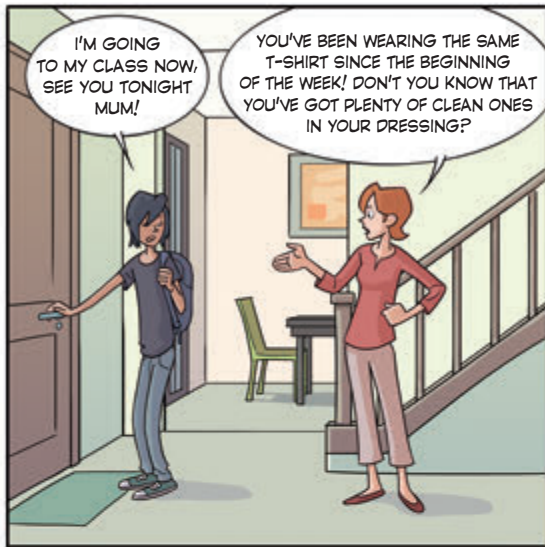


NEW SYMBOLS  
EXIST FOR NATURAL  
AIR DRYING.

SO DON'T JUST  
HANG OUT THERE,  
LOOK THEM UP ON  
OUR WEBSITE!



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and tricks, go to  
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# IRON

## ONLY IF NECESSARY

**We also protect our environment if we iron our textile products only when necessary.**

A few clever tips to help to avoid using an iron.

**Hang up your clothes as soon as the wash is finished - this will help reduce creases.**

**Think of hanging a garment in the bathroom when showering. The water vapor will smooth out the creases.**









# USE PROFESSIONAL DRY CLEANING

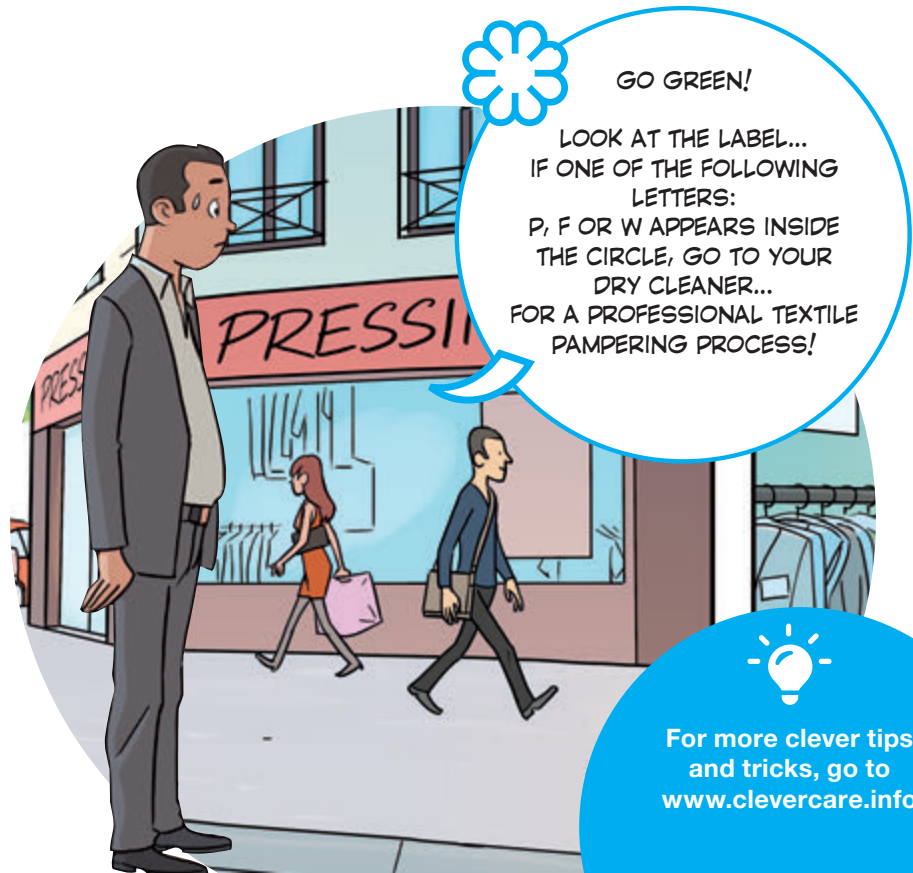
## WHEN RECOMMENDED

**Some delicate, special or very large fabrics cannot be cleaned at home and need to be taken to professional dry cleaners.**

These experts will look at the manufacturer's textile care labels to apply the required treatments.

**Go to a professional when necessary. Large or delicate products must undergo specific cleaning processes. Dry cleaning professionals are trained for this and have the necessary equipment.**

**In any case, you should always look at the manufacturer's textile care label.**



# CARING FOR TEXTILE PRODUCTS

## KEY TIPS & FIGURES

KEEPING THE LABEL IS KEY IF YOU CARE FOR YOUR FAVOURITE GARMENT AND IF YOU WANT TO KEEP IT FOR LONGER!



HANG YOUR CLOTHES OUT TO DRY AS SOON AS YOU SEE SUNSHINE!



WE CAN ALL ACT ON A DAILY BASIS TO REDUCE THE ENVIRONMENTAL IMPACT WHEN CARING FOR OUR TEXTILES.



**90 %\***  
OF YOU TAKE SPECIFIC MEASURES TO RESPECT THE ENVIRONMENT WHILE CARING FOR YOUR TEXTILE PRODUCTS.

RESPECT THE RECOMMENDED DOSE OF DETERGENT. ADDING TO IT WON'T HELP IN ANY WAY AND CAN EVEN DAMAGE YOUR GARMENT!

**70 %\***  
OF EUROPEANS FOLLOW TEXTILE CARE RECOMMENDATIONS.





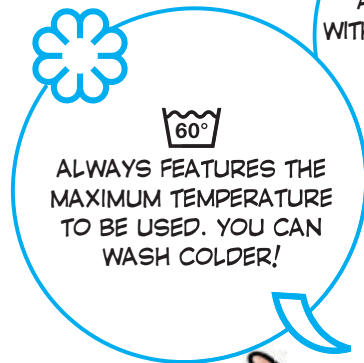
**80 %\***

OF YOU NEVER  
(OR ALMOST NEVER)  
BUY CLOTHES  
WITHOUT A LABEL!



**60°**

ALWAYS FEATURES THE  
MAXIMUM TEMPERATURE  
TO BE USED. YOU CAN  
WASH COLDER!



WASHING MACHINES  
ARE NOW EQUIPPED  
WITH "GREEN" PROGRAMS.  
USE THEM,  
THEY'RE REALLY  
COST-EFFECTIVE!



A 30°C  
WASH IS  
ENOUGH FOR  
NOT-SO-DIRTY  
CLOTHES.

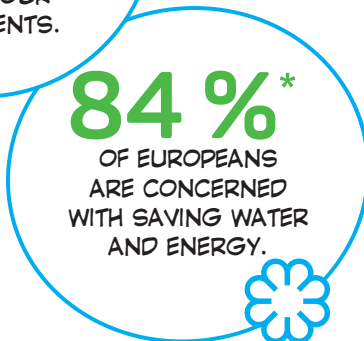


DON'T CUT OUT  
THOSE LABELS!  
THEY PROVIDE  
PRECIOUS HELP  
WHEN CARING  
FOR YOUR  
GARMENTS.



**84 %\***

OF EUROPEANS  
ARE CONCERNED  
WITH SAVING WATER  
AND ENERGY.



\*Following the  
IPSOS-GINETEX  
Dec. 2016 survey:  
"European  
barometer  
on laundry  
care symbols"



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# FOR MORE INFORMATION

## AND FOR MORE CLEVER TIPS

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