

ECO-CARING FOR FABRICS

IT'S ALL IN THE TAG!

 clevercare.info

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



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and tricks, go to
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!

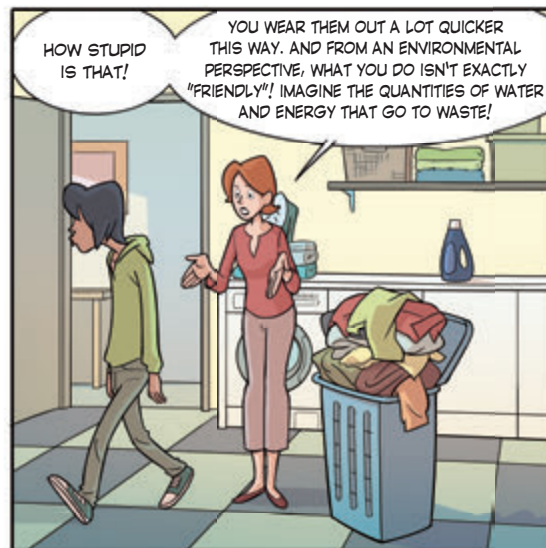
Happy reading!



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.

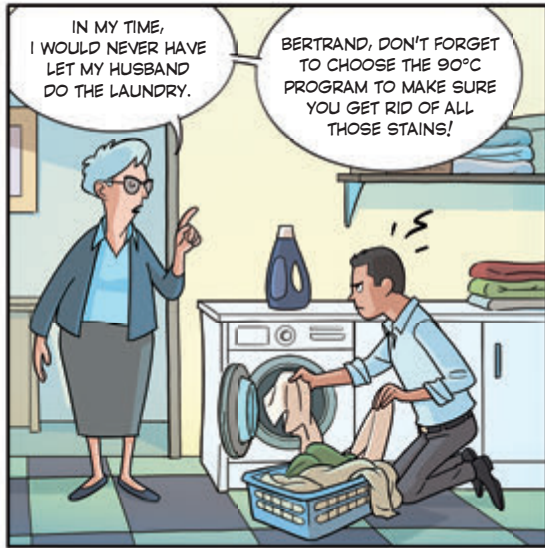


HERE'S A TIP
FOR YOU:

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.

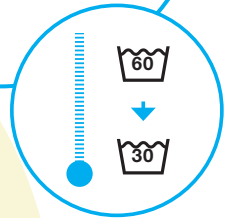
A 30°C wash is enough for clothes that aren't too dirty and also gives significant energy savings.

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

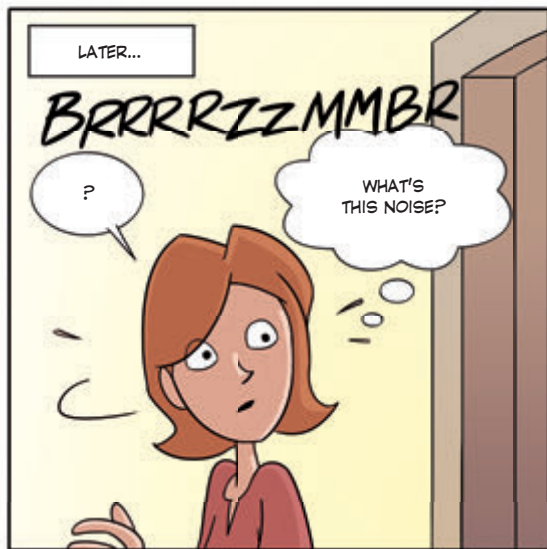
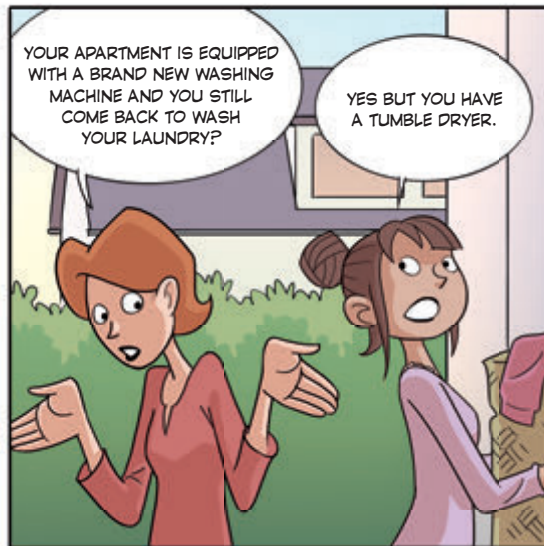


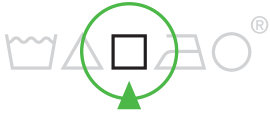
KEEP COOL!

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

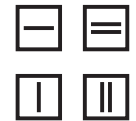
On top of energy savings, textiles keep their original shape and profit from a longer lifespan - a realm of benefits that fully respect the environment.

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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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

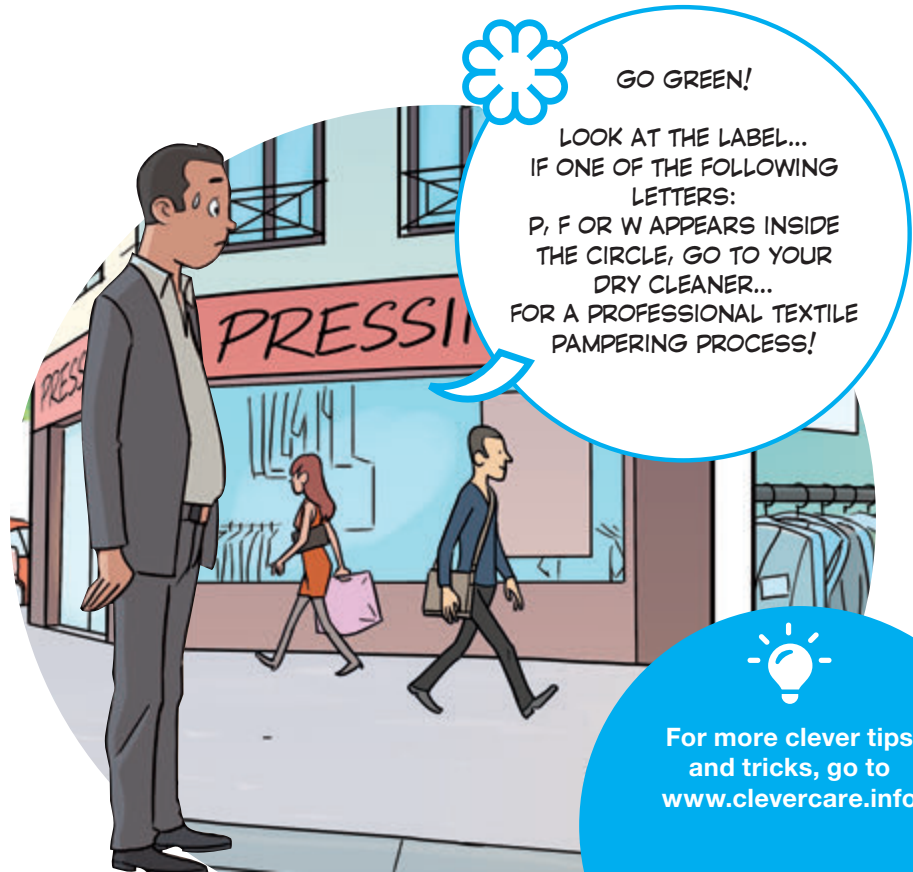
WHEN RECOMMENDED

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.



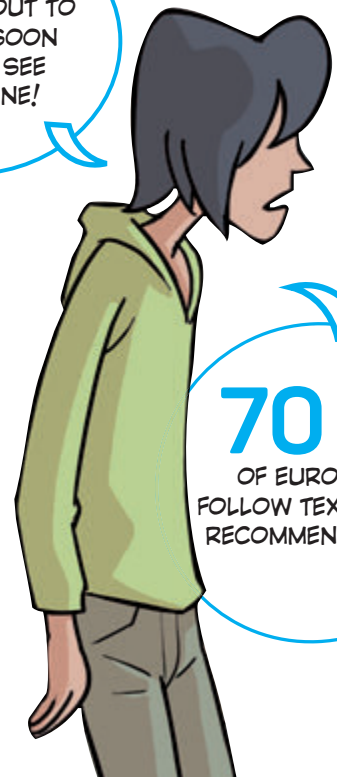
CARING FOR TEXTILE PRODUCTS

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!



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.



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.

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



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AND FOR MORE CLEVER TIPS

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