



## NEWSLETTER

11-2015 - DECEMBER

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## TTIP ( TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP ) UPDATE

Textile and Clothing is one of the sectors concerned by the trade between EU and USA and it is therefore quite important for all of us to follow up exchanges and evolutions on the subject. Even more important for **GINETEX** is the policy on care labelling standard. At the 10th round of the TTIP held in Brussels on 15<sup>th</sup> July, **GINETEX** had the opportunity to present its care labelling ISO 3758:2012 standard symbols to US negotiators, as well as its willingness to extend their harmonization up to the US market. Today **GINETEX** care labelling symbols which authority is fully recognized by ISO 3758:2012 (the International Standard for care labelling), are today used in Europe, North Africa, South America and in Asia with Japan that adopted the ISO 3758/2012 standard and will use **GINETEX** care labelling symbols by December 1<sup>st</sup> 2016.

Following the TTIP 11<sup>th</sup> round held in Miami (USA) last month, the Policy Department A: Economic and Scientific Policy of the Directorate General for Internal Policies (European Parliament) published the following report: "TTIP: Challenges and Opportunities in the Area of Textile and Garment". They mention that:

"most international trade restrictions arise from non-tariff measures. In many cases, such measures have a legitimate purpose (product safety, environmental protection, consumer information) and they should not discriminate against foreign firms.



However, differences in such regulations across countries impose additional costs for exporters. Most non-tariff barriers arise from differences in standards, differences in technical regulations and differences in – or unnecessary duplication of – conformity assessment. Among these regulations, product labelling – a technical measure aimed at informing and protecting consumers – is especially relevant for Textile and Clothing and it might become a technical barrier to trade when the required content of labels is very different across markets. For this reason, harmonized or mutual recognition of standard/technical regulations can facilitate international trade. For care labelling (voluntary in EU and mandatory in the US), TTIP negotiations should aim at a mutual recognition of standards”.

Therefore based on this statement of the European Parliament, GINETEX should expect to have the opportunity to extend its worldwide standardized care labelling

symbols system based on ISO standard on the US market. US clothing manufacturers may have the opportunity in the future to use GINETEX symbols on their garments sold on the US market. As a reminder, some US clothing trademarks are already using GINETEX symbols for their export needs. Among those American trademarks, we find Tommy Hilfiger, Calvin Klein, Stella Mc Cartney, Nike, Abercrombie & Fitch, Marc Jacobs International, Outerknown, FOX Head, etc.

To access and read the full report, please use the following link:



## GINETEX NATIONAL COMMITTEES

Today GINETEX counts 20 National Committees promoting and controlling the care labelling symbol system in their respective country. Following the last GINETEX General Assembly held in Copenhagen (Denmark) on

30<sup>th</sup> October 2015, two new countries signed their Membership contracts with GINETEX during November and became GINETEX National Member:

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### VÚTCH-CHEMITEX FOR SLOVAKIA



VÚTCH-CHEMITEX was GINETEX Observer member in Slovakia since three years. In 2016 they will become National Member for our association promoting GINETEX care labelling symbols in Slovakia. Eastern European countries play an important role in the textile and garment sector, and GINETEX could sign agreements with other Eastern institutions over the next year.

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### FEDERATION OF NORWAY INDUSTRIES



As National Committee in Norway, Norsk Industri will complete GINETEX presence in the North European countries. The international association is already present in Sweden with Teko, in Finland with Inspecta Sertifointi and in Denmark with Dansk Mode and Textile.

## A.I.S.E. EUROPEAN STUDY ON WASHING HABIT OF CONSUMERS



At the origin of the “I prefer 30” European campaign, A.I.S.E. (International Association for Soaps, Detergents and Maintenance Products) conducted a recent study on washing habits of consumers. Within this study, they analyzed the importance of textile care label for the consumers in Europe. In this part of the A.I.S.E. study, it shows that more than half of the respondents in Europe usually read the textile label (55 %). About half of the respondents normally do not cut off the label. The majority knows the meaning of the symbol “Wash at 40° maximum”.

In UK/Ireland, the respondents leave the textile label on more often (66 % don't cut off the label) than the European average. However, they read it less often (42 % read it usually or always). It is clearly different for South-

ern Europe, where 59 % of respondents read usually or always textile labels but only 44 % of them never or rarely cut off the label which is much better than the average.

The majority (78 %) knows the meaning of the symbol “wash at 40° maximum”, 21 % thinks that it means “only wash at 40 %” and only 1 % doesn't know what it means.

Overall, 15 % of the respondents have seen the “I Prefer 30” campaign logo by AISE. There are some differences between countries: 23 % of Italians but only 11 % of French. Most of them have seen this logo on a detergent pack (for 38 %) and 18 % on a website (not social media channels). 71 % of respondents think it is a good initiative, especially in Italy, where they responded at 83 %.

## THE 31<sup>ST</sup> IAF WORLD FASHION CONVENTION

The International Apparel Federation held its World Fashion Convention from 13<sup>th</sup> to 15<sup>th</sup> October in Istanbul (Turkey) and brought together an audience coming from over 25 countries all over the world. The theme of the Convention, “Making it Better”, was reflected in all sessions. Reducing the average number of physical samples, innovative forms of horizontal collaboration to make things better, improving CSR and Sustainability were all topics discussed during this event. With more than 700 participants, the Convention was a success and permitted also all of these representatives of textile industry to know better the Turkish one.

GINETEX representatives attended the Convention and had the opportunity to meet with representatives of textile and garment institutions from many countries,

in particular from Bangladesh, Colombia, Pakistan, Iran, Turkey, India and USA. It is definitely an interesting place for GINETEX to make new connexions and build up long term relations with different countries worldwide.

The aim of IAF by organizing this event is to promote networking, which wants to join efforts and alignment to make the industry better.



**8. ISTANBUL MODA  
KONFERANSI & 31.  
IAF DÜNYA MODA  
KONGRESİ**

**8. ISTANBUL FASHION  
CONFERENCE & 31.  
IAF WORLD FASHION  
CONVENTION**

14-15 EKİM / OCTOBER 2015  
FİLTON İSTANBUL BOSNİGÜLSU CONVENTION CENTER





## GINETEX IN ITALY – REPRESENTED BY SISTEMA MODA ITALIA IN MILANO



In this issue the Italian GINETEX National Committee is pleased to have been given the opportunity to present itself and a brief outline of the activities it carries out to promote the GINETEX care labelling system and to safeguard the registered trademarks and copyrights on which it is based.

In the past, GINETEX Italy was represented by C.I.E.M. (Centro Italiano Etichettatura Manutenzione), a small organization of which SMI – Sistema Moda Italia was a member. In 2009 C.I.E.M. ceased to exist and SMI took over as the Italian GINETEX National Committee, in order to guarantee its associates continuity in the use of the registered symbols and to assist them in all matters related to care labelling.

As an organization in its own right, Sistema Moda Italia, the Italian Textile and Fashion Federation, is one of the western Countries' largest Organizations representing the Textile and Fashion Industry. With a sector of over 410,000 employees and around 50,000 companies, SMI makes up a considerable part of Italian manufacturing and economy and represents the entire supply chain – from spinners to garment producers of all fibres – on a National and International level.



Apart from GINETEX, at an international level SMI is also a member of Euratex, the European Confederation of the textile and clothing industries, IAF, the International Apparel Federation and IWTO, the International Wool Textile Organization.

The main objective of the SMI is to protect and further the interests of the textile and clothing sector and of its members: to this regard the activities revolving around GINETEX represent for Italian Federation an important and stimulating challenge. SMI assists its associates on the correct usage of the GINETEX care labelling symbols (in line with ISO 3758:2012), to make sure that textile and clothing products which are placed on the market provide the consumer with clear and easily understandable information.

Whenever possible, SMI is actively engaged in sharing news, know-how and updates on the GINETEX care labelling system. As a Federation SMI is also committed to sustainability and environmentally responsible policies and is very excited about the new developments on the Clevercare topic.

GINETEX Italy is actively involved in the GINETEX Legal Committee, which is chaired by Mrs Serena Moretti, SMI's Head of the Legal Department. Mrs Moretti advises GINETEX on a number of legal and statutory matters, together with Mr Filippo Laviani who is in charge of International Affairs for SMI and takes part in the GINETEX Steering Committee.

Any queries or questions on GINETEX Italy can be addressed at the following address [laviani@sistema-modaitalia.it](mailto:laviani@sistema-modaitalia.it)

# GINETEX CARE LABELLING APP



Presented in our spring 2014 GINETEX newsletter, the GINETEX App gives information on all the textile care symbols and the clevercare.info logo, as well as information regarding fiber content and “Made in”. As soon as there is a uniform sizing system such information will also be added.

The download of the app is free of charge – just scan the given QR-code or download it via Play Store or App Store. The app language is selected on the basis of the smartphone settings or in English. The app reads the QR-code on labels giving the care information relevant to the textile article. Companies may generate QR-codes and can also promote its own brand via banner advertisement on the app.

This situation offers new possibilities and opportunities to GINETEX members and their partners: the consumer not only gets general information about textile care labelling symbols but by scanning the QR code he obtains very specific information about the purchased textile product (care information, raw material composition and indication of origin). And all this as a service from your company! Such a service is based on your active promotion – by printing your company’s own QR code, for example, on billboards, in your advertising, on your point of sale information, on your product packaging, your catalogues and any other advertising media and/or integration on your website. For more information please visit [www.ginetex.net](http://www.ginetex.net) and click on the GINETEX Care Symbols App section.



To help promoting it towards its licensees around the world, GINETEX has made a new video presenting the advantage of the app and explains in details the use of the GINETEX app

The video is available on the GINETEX website [www.ginetex.net](http://www.ginetex.net) and can be uploaded to be viewed or published on your own website. Or on You Tube channel at <https://youtu.be/UITyDRpOs88>

- 1 place your brand-specific banner here
- 2 both button and font colours can be customized to the corporate colours



## GINETEX STRENGTHENS THE PROTECTION OF ITS TRADEMARKS AROUND THE WORLD



Already deposit in over 50 countries around the world, **GINETEX** has recently secured the 5 symbols trademark in Denmark, Estonia and in India over the last 6 months.

**GINETEX** is also developing the coverage of the trademark of its **clevercare.info** logo. The sustainable trademark of the association is already registered in a lot of countries since it has been launched in February 2014. **Clevercare.info** has been recently registered in China, Israel, Mexico and South Korea.



## NEWS ABOUT GINETEX REPRESENTATIVES

### UK AND SWITZERLAND

At the head of the UK Fashion Association (UKFC) since 2011, John Miln is leaving its functions. He will be replaced on 1<sup>st</sup> January 2016 by Adam Mansell, formerly Special Projects Director of the Fashion Association.

Adam Mansell has especially pilot the implementation of a new retail partnership program involving UKFT members, the masterclass development as well as the establishment of the environmental program that permits to reduce CO<sup>2</sup> emissions of UK manufacturers.

Adam Mansell, the new president of the Association, is also Director of Wulff Consultancy, and has been assigned as Vice President of **GINETEX** at the last General Assembly held in Copenhagen last October 2015.

UKFT is a network representing the different actors of the textile and the clothing industry, from the designers to the retailers including the manufacturers and all the

other entities acting around this industry. The association has the aim to promote and represent the industry in front of the Public Institutions, under the presidency of Princess Anne, daughter of Elisabeth II.

In **GINETEX** Switzerland, Dr. Kurt Gehri resigned as president of the board after 16 years. A lot of knowledge, wisdom, foresight and also humour will be missed. His work and dedication has been very much appreciated and thanked for. The new president elected by the board is Rolf Langenegger, formerly Managing Director of **GINETEX** Switzerland for many years. Rolf Langenegger is also Treasurer of **GINETEX**.

Per July 1st, 2015, Christine Forster has been elected as new managing director by the board. In this function she will still keep on being responsible for the office.



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