

GINETEX: TEXTILE CARE FOR 60 YEARS

CLEVERCARE.INFO

PARTNERS' ACTIVITIES

IPSOS EUROPEAN BAROMETER 2023

INTERNATIONAL REGULATION

GINETEX INTERN

## Happy anniversary! GINETEX has served responsible textile care for 60 years!

60 years already! Yet textile care is a particularly hot topic when it comes to the circular economy today. In 1963, supported by professionals from its five founding countries (Germany, Belgium, France, Luxembourg, and Switzerland), **GINETEX** – the International Association for Textile Care Labelling – was created.

Through its unique five symbol system, **GINETEX** has revolutionized the world of textile care – a system that has proved itself useful, transferable, and easily understood by everyone throughout the world!

**GINETEX** created a universal language for just as universal, everyday products: clothes and textile articles – items that need to be taken care of by each and every household around the planet, in order to preserve them for as long as possible! While they have helped shorten our textiles' labels considerably, these five symbols unequivocally explain how to care for our textiles according to their composition, to make them last longer.

The founding partners of **GINETEX** (Belgium, France, Germany, Italy, UK, Switzerland) created their own national offshoots, later joined by other countries that were attracted by the system – resulting in 22 **GINETEX** national committees that have been launched in most countries in Europe and later in other countries since 1963.

↳ [For more information www.ginetex.net](http://www.ginetex.net)

Undeniable proof of their world status: the five textile care symbols are now a trademark registered with the World Intellectual Property Organization and co-owned by **GINETEX**

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and COFREET (Comité Français de l'Etiquetage pour l'Entretien des Textiles), the French national committee created in 1964. The five symbols have also been internationally standardized.

Upstream, all these national entities support local brands in choosing how symbols should be featured on their labels to make sure their products are closely associated with quality and durability. Downstream, the national organizations help spread the word effectively to consumers and textile care professionals.



### OUR COMMUNICATION

also evolves with today's stakes and challenges.

Which is why in 2014, **GINETEX** launched its international [clevercare.info](http://clevercare.info) initiative: a very useful tool in a world where environment



preservation has become centre stage. This reference logo and website encourage the public to take easy steps to eco-care for their textiles. Many brands and partners who value this very instructive medium include the clevercare logo on their labels and communications, or further disseminate this initiative in their textile care instructions.

If we are celebrating GINETEX's 60<sup>th</sup> anniversary today, it is truly thanks to you: our valued members and partners, the entire industry, and the general public. We wish to thank you all for your commitment, because it is together that we have worked over these past years, and together that we continue to work on the development of an effective

tool to serve the sustainable economy of the textile and clothing sector, and textile care at large (laundry care and washing machine industries, etc.).

The GINETEX Team

## What the 4<sup>th</sup> IPSOS European Barometer reveals

IPSOS EUROPEAN BAROMETER 2023

**GINETEX BAROMETER 2023: What are the textile care habits in Europe? GINETEX has unveiled the results of its 4<sup>th</sup> Barometer for textile care\*, carried out in partnership with IPSOS. This new issue sheds light on the Europeans' habits (the Germans, Italians, Spaniards, Swedish, British, Czech, French).**

### KEY FINDINGS

of our 2023 European Barometer

- > 39% of Europeans are identified as regular buyers: they purchase clothes at least once a month (vs 31% in 2021, increase). Price and value for money remain the most important criteria in the decision-making process.
- > Care instructions on the label are considered important by 62% of European consumers when buying clothes (vs 59% in 2021, increase).
- > 72% mention that they rarely (if ever) buy clothes without care instructions on the label (vs 74% in 2021, decrease).

- > Roughly 3/4<sup>ths</sup> of Europeans follow the label's care instructions, with 20% who always follow them (+4 pts since 2019).
- > Care instructions are considered as useful information by 83% of Europeans. Of which 34% consider them very useful (+5 pts since 2019). Most of the time, they check the care instructions for the first time during the first wash.
- > Care instructions are seen as the most important piece of information to be included on the label. Most people prefer to access them directly on the label sewn on the textile (vs on their smartphone).
- > Economic considerations increasingly influence Europeans' habits, when it comes to washing, ironing, or drying. They are now as important as environmental considerations if not more.

GINETEX also conducted its studies in three other countries: Australia, Brazil and Japan.

- > Care instructions are considered to be the most important information on the care label for:

|           |                        |
|-----------|------------------------|
| Europe    | 80% of the Europeans   |
| Australia | 74% of the Australians |
| Brazil    | 86% of the Brazilians  |
| Japan     | 77% of the Japanese    |

- > Just like Europeans, care instructions for consumers in Japan, Brazil and Australia remain the most important piece of information on the label. Consumers also prefer to access them directly on the textile label, regardless the country.

\*The study was based on 1'000 people per country, 7'000 people in Europe, and conducted from January to March 2023.

↳ For more information [www.ginetex.net](http://www.ginetex.net)

**CLEVERCARE.INFO:** GINETEX is providing its worldwide licensees with a strategic tool to promote eco-care information to their consumers. Join [clevercare.info](http://clevercare.info) Ambassador's list online and increase your

visibility like Leatt (South Africa), P&C Hamburg (Germany), VAN GRAAF (Switzerland), Stella Mc Cartney (UK), Aigle (France), Sportissimo (Czech Republic), SPRINTER (Spain), etc.



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↳ For more information [www.ginetex.net](http://www.ginetex.net)

## Exporting to the UK

The name and address of the importer must be provided on the product. In May 2023, the UK government extended the date for providing the information on the name and address of the importer on a product. This can now be provided until 31 December 2027. If the name and address of the UK importer is placed on a document accompanying a consignment, methods which enable traceability of the product after the initial batch has been broken up, must include either of the three following alternatives:

1. The importer's address in the shipping documents.
2. The importer's address on the invoice to the GB customer.
3. The importer's address on the label that is on the outer packaging ("shipper") in which a number of finished goods is packed (normally customers will receive shippers unless the order is very small so that the shipper has to be opened and split)

## INTERNATIONAL REGULATION UPDATE

A company website can also be used to provide more information, access to product details, and contact points for retailers, consumers, and enforcement bodies, but it cannot be used as an alternative to any of the three options above. As an e-commerce seller to the UK, you must use any of the options above in 1 – 3 and in addition, the information can be added using a sticker on a swing ticket/hangtag or on the care label.

↳ [For more information www.gov.uk](http://www.gov.uk)

## Greenwashing: The European Commission proposes a directive on green claims

On March 22, 2023, the European Commission published a proposal for a Directive on the Substantiation and Communication of Explicit Environmental Claims (Green Claims Directive).

It presents common criteria to fight greenwashing and misleading environmental claims by providing more specific rules, in addition to a general ban on misleading advertising. The proposal requires that the validation of explicit environmental claims

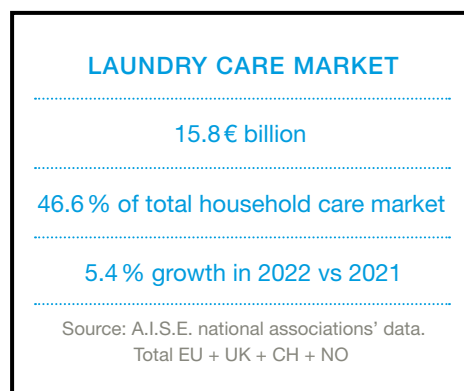
be based on an assessment that meets a set of minimum selected criteria to avoid that the claims be misleading.

↳ [For more information www.ginetex.net](http://www.ginetex.net)

## AISE's 70<sup>th</sup> anniversary

A.I.S.E. (The International Association for Soaps, Detergents and Maintenance Products) celebrates its 70th anniversary this year. Last June in Brussels, during its General Assembly, members of the A.I.S.E. network raised their glasses to this event, with past and present colleagues, including former Presidents and associations, company members and value chain partners.

A.I.S.E. is a role model for European cooperation – from its creation in 1952 with a handful of associations, to today's pan-European organisation representing over 900 companies across 30 markets. "We are proud to have upheld hygiene and clean-



liness in Europe for seven decades and to have pioneered sustainability for almost 30 years. I wish to thank all members of the A.I.S.E. network for 70 years of successful collaboration!" said Susanne Zänker, A.I.S.E. Director General. A.I.S.E. is driving sustainability progress through voluntary industry initiatives and engaging with user.

## GINETEX PARTNERS



Susanne Zänker and Nadia Viva

Open A.I.S.E. anniversary publication which chronicles the evolution and innovation over the last 7 decades.

↳ [For more information www.aise.eu](http://www.aise.eu)



## CIRFS – the voice of the man-made fibres industry in Europe.

[Founded in 1950, CIRFS is the representative body for the European man-made fibres industry \(Europe's €12 billion man-made fibres industry\). Europe is the world's third largest producer of man-made fibres which are an essential raw material for many other industries ranging from textiles to aerospace, from baby diapers to renewable energy and a global leader in quality, innovation, and sustainability.](#)

CIRFS's mission is to facilitate the sustainable growth of the European man-made fibres industry in order to meet future needs of the consumer, society, and our planet. Based in Brussels, CIRFS maintains close relation-

ships with both European and international institutions. It represents more than 70 % of the Man-Made Fibres (MMF) industry in Europe and promotes the interests of its members in product and industry safety, competitiveness, and environmental sustainability.

On May 23, 2023, CIRFS held its AGM and annual Executive Seminar event in Brussels: "The European Textile Fibre World: Collaborations and the Future".

Delegates had the unique opportunity to hear and discuss about economic, trade, environmental and technical matters affecting the industry, whilst networking with in-

dustry peers and experts. An overview of fibre markets including polyolefins, cotton, wool, linen and hemp, silk and technical fibre markets was discussed as part of the programme.

One of the main presentation: "European Fibres Industries: In the Eye of the Storm?" Mr Alexei Sinitis, Fibre Consultant, Woodmac. To get all the presentations please contact [ginetex@ginetex.net](mailto:ginetex@ginetex.net)



For more information [www.cirfs.org](http://www.cirfs.org)

## EURATEX's 2023 General Assembly

[On 7 June, in Milan, EURATEX hosted its 2023 General Assembly at Sistema Moda Italia \(SMI\). On this occasion, the European textile industry discussed the relationship between innovation, sustainability, and people in the industry of tomorrow. EURATEX members welcomed the Textiles Transition Pathway, released on 6 June by the Commission, as a valuable roadmap to ensure a](#)

[successful green and digital transition. The meeting in Milan was also the occasion to strengthen links with textile machine manufacturers, who gathered at ITMA 2023, the world's largest textile machinery trade fair.](#)

Alberto Paccanelli, EURATEX President said: "Today's discussions showed that we are ready to take up new challenges. Today's

meeting was also the occasion to review the EU transition roadmap for the textile ecosystem, published yesterday by the European Commission. The roadmap is the perfect example of a co-creation process between European institutions and stakeholders. We hope that other EU initiatives or legislative proposals will follow in the steps of this successful co-creative process."



## IAF to host its 38th World Fashion Convention in Philadelphia (USA)

[Every year, the IAF \(International Apparel Federation\) organizes a convention for its members, industry relations and stakeholders, called the "World Fashion Convention". This year, in 2023, the 38th IAF World Fashion Convention will take place from October 22 till October 25 in Philadelphia, USA. It will be organised with IAF-member Spesa. A worldwide event, this Convention takes place in at least three different continents.](#)

The Convention has the dual function of informing and inspiring delegates and providing a meeting platform for industry leaders from all continents. The Convention addresses industry leaders with a broad range of strategic topics, ranging from supply chain, raw material sourcing, supply chain management to retail and branding issues. Quality of the speakers is high, featuring a mix of C-level speakers from brands, retailers,

manufacturers and associations and first-class industry suppliers. The convention bridges the international apparel industry network to local industries and vice versa.

As an IAF member, GINETEX will also be present in Philadelphia.



For more information [www.iafnet.com](http://www.iafnet.com)

# COFREET invited GINETEX as “special guest” in Paris

On June 5<sup>th</sup>, Thomas Lange, GINETEX's President, was invited by the COFREET (GINETEX National Committee in France) as a special guest, to speak at their biannual event “Les Rencontres de l'Entretien Textiles 2023”. Facing an audience of more than a hundred professionals from the French textile and apparel industry, laundry and washing machine industry, professional cleaners, and numerous other national organisations, Thomas Lange was proud to highlight GINETEX's investments and remarkable work for the sector, for the past 60 years.



His speech mentioned GINETEX's pioneering position in 1963: the organization being at the origin of providing our textile and apparel industry with the five care symbols that have now replaced words on all labels – the 1<sup>st</sup> clever step towards reducing the length of textile labels.

He also reminded that GINETEX was at the origin of a powerful end-user sustainable initiative: [clevercare.info](http://clevercare.info), that encourages consumers to care better for their textiles while



Yann Balguerie,  
Vice-President COFREET



Thomas Lange, GINETEX President and  
Pascale Florant, Secretary General GINETEX  
and COFREET

also caring for the planet, by reducing their energy footprint when doing their laundry. With its headquarters in Paris and its 22 national members, GINETEX continuously invests and strives to provide valuable technical and regulation support to its worldwide licensees. Highly concerned and committed to improving the circular economy, GINETEX works hard to promote the importance of the use face, product durability and recycling – including eco-design, digital product passport and many more initiatives.

This event has ended by the awards of the Textile Fashion Care Awards 2023! Thomas Lange was part of the Jury of professionals who awarded three European prizes:

**CNI Santé (France) – Small Enterprise Award:** Bactericidal, virucidal and washable operating room clothing

↳ [For more information www.cninnovation.fr](http://www.cninnovation.fr)

**Gaches Chimie (France) – Large Enterprise Award:** professional ozone washing system

↳ [For more information www.gaches.com](http://www.gaches.com)

**Matter. (UK) – Coup de Cœur of the Jury:** Gulp: the self-cleaning microplastic filter

↳ [For more information www.matter.industries](http://www.matter.industries)

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