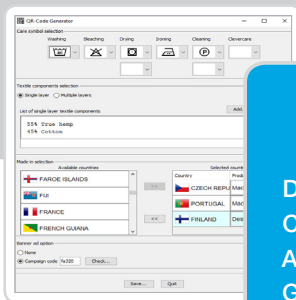


# GINETEX



## THE CARE SYMBOL APP GINETEX GOES FUTURE



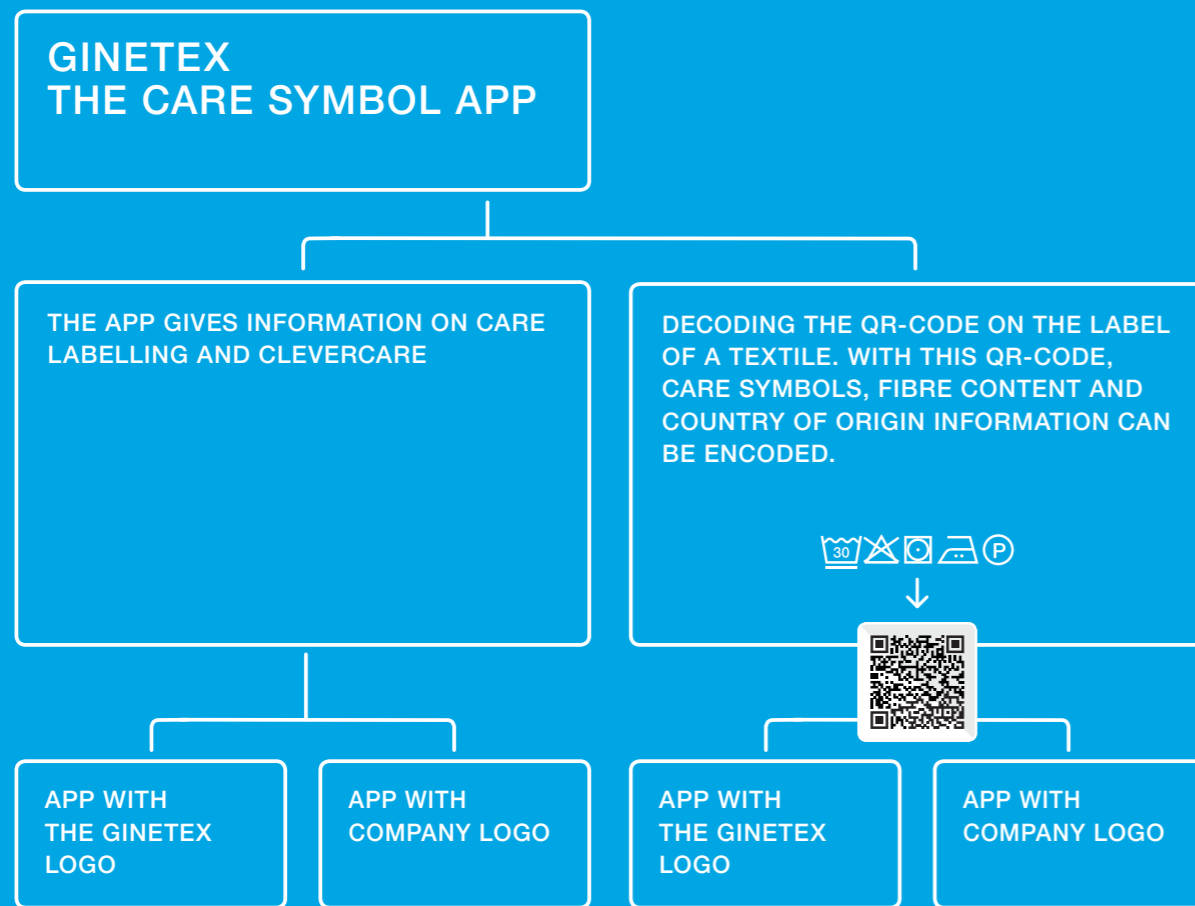
DOWNLOAD WITH ONE  
CLICK: CARE SYMBOL  
APP AND QR-CODE  
GENERATOR

Available on the  
App Store

Get it on  
Google play



# THE CARE SYMBOL APP GINETEX GOES FUTURE



The **GINETEX** care symbol app allows you to give consumers information on the care instructions for their garments via their smartphone. You can also brand the app with your own company logo.

VIEW OUR INFO FILM AS WELL:  
[HTTP://GINETEX.NET](http://ginetex.net)



# THE CARE SYMBOL APP APPLICATION POSSIBILITIES

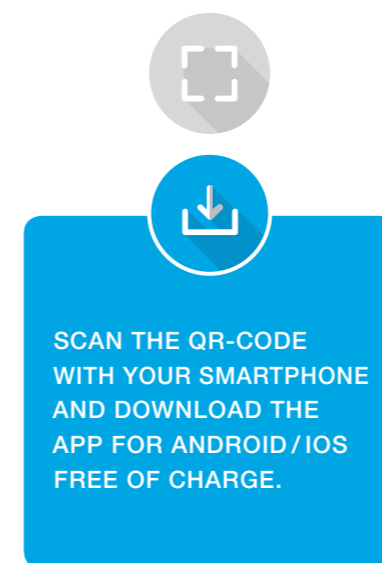


## 1. CARE LABELLING INFO ON YOUR SMARTPHONE

### CARE LABELLING INFO ON YOUR SMARTPHONE

Personalise the care symbol app with your company logo/corporate design. We will provide you with a QR-Code which you can print on flyers or use on the internet. When the QR-Code is scanned the app, with your company branding, is automatically installed.

The app will appear in language the user has set on his smartphone and currently the information is either English, French or German. If an alternative language is set, English will be used as the default language.

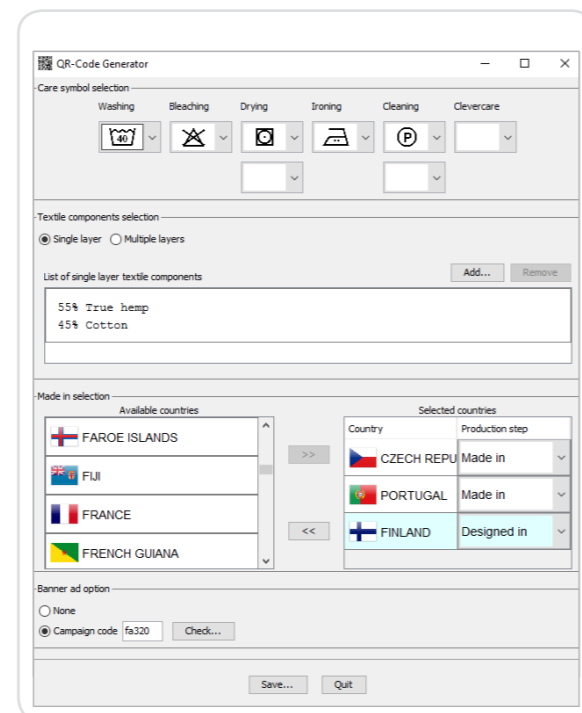


# THE CARE SYMBOL APP APPLICATION

## 2. THE QR-CODE ON THE CARE LABEL

Using a Java powered QR-Code-Generator, the app allows you to easily produce QR-Codes for labelling of your products.<sup>1</sup> The GINETEX app develops a QR-Code detailing information on the care label (including clevercare), the fibre composition and information on the country of origin.

<sup>1</sup>The GINETEX QR-Code is based on the Textile Regulation EU No. 1007/2011 and ISO 3756, Textiles – care labelling code using symbols

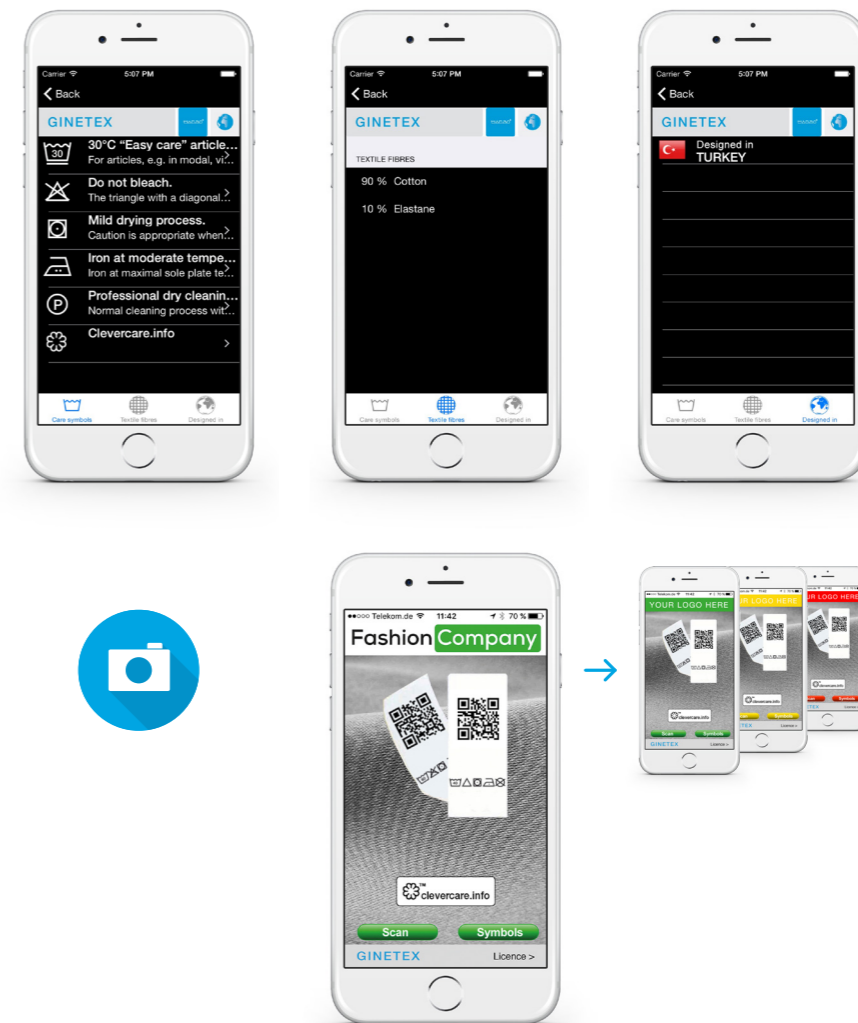


# THE CARE SYMBOL APP PERSONALISE THE APP WITH YOUR COMPANY LOGO



The consumer scans the QR-Code, the software decodes the information (and if present the fibre composition and country of origin information) for this particular textile product.

If you personalise the app with your company logo, the information provided to the consumer will be shown automatically in "your branded app".



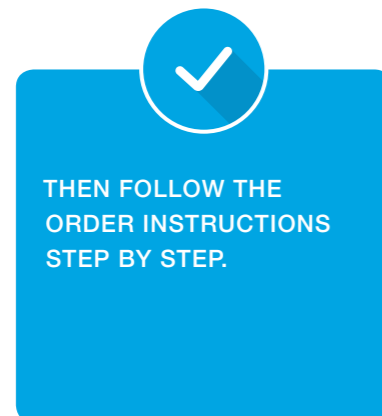
# THE CARE SYMBOL APP

## HOW TO ORDER AND TERMS & CONDITIONS

### WHAT TO DO TO ORDER A PERSONALISED VERSION OF THE APP

Firstly, please register with our partner MOMA WV via <http://moma-wv.com>. Use the field "GINETEX Order System" and click on "order overview"

You will then receive an e-mail with a link to confirm your registration. Then go to <http://moma-wv.com> and select "GINETEX Order System". You can order the QT-Code-Generator at the same time.



- 01 Your company's logo will be uploaded as soon as your company's URL (e.g. web shop) has been filled in. Consumers will then land automatically on this preset website when clicking on your logo.

The following details can be changed:

- Background and colour of text in the buttons
- Beginning and end of the campaign.

- 02 Now fill in the billing details.
- 03 Before completing the order, verify all data and confirm the general terms and conditions.
- 04 After the ordering the company will receive a QR-Code to promote the app and which can be installed by the consumers.
- 05 GINETEX maintains responsibility for the administration and billing. Payment to be made within 10 days.
- 06 Prolongation of branding your company logo is possible on the website of MOMA WV.

# THE CARE SYMBOL APP

## COSTS OF THE APP



### ADVERTISING WITH YOUR COMPANY LOGO

ANDROID AND IPHONE APP

▶ HALF A YEAR 119,00€

▶ FULL YEAR 209,00€

QR-CODE GENERATOR

▶ SINGLE 75,00€

COMPLETE SET \*

▶ COMPLETE 249,00€

\* Advertising with your company logo inclusive the QR-Code-Generator for a full year

Prolongation of branding your company logo is possible on the MOMA WV website one month before subscription stops. Press the button "prolong". You can use the same data you filled in at the beginning of the campaign or you can change wherever needed.

### WHAT HAPPENS WHEN THE COMPANY STOPS ADVERTISING?

As soon as the company advertising campaign expires the GINETEX logo appears on the consumers smartphone. If you have questions, please call +33 1 475 631 80 or send an e-mail to: [ginetex@ginetex.net](mailto:ginetex@ginetex.net)

Latest prices can be found on the following website: <http://moma-wv.com/products.php>

GINETEX®

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