SUSTAINABLE TEXTILE CARE

CLEVERCARE.INFO, A FULL CONSUMER-ORIENTED MARKETING PRO



About clevercare.info

Clevercare.info is the GINETEX logo for sustainable textile care, applicable worldwide.
By adopting simple habits, consumers will care for their fabrics the clever way - extending the lifespan of their fa

A worldwide communications campaign

GINETEX is currently investing in a worldwide communications campaign to promote its clevercare.info logo. T
consumers and... our planet!

Today, an increasing number of apparel companies agree that consumers are ready to hear from them on how t
in better shape, while also taking care of our planet. Consumers are now willing to change their day-to-day habit

Apparel companies such as Agnes b., Carrefour, Engelbert Strauss Gmbh&Co, Esprit, Galeries Lafayette, Grou
Performance, Playshoes Gmbh, Sevira Kids, Stella Mc Cartney, Ragwear, etc. are adopting the clevercare.info l
eco-caring is a priority for our industry today. See all ambassadors

Next year, for their new collections, other companies will also follow this worldwide initiative.

Consumer-oriented communications
GINETEX developed clevercare.info, in order to advise consumers that they can influence the environmental
symbols found on a textile label – www.clevercare.info. The most relevant way in which consumers can reduce t
to change the way they care for them. Laundry alone accounts for approx. 30% of the carbon footprint of clothi
are starting to use the logo on their care labels and are developing consumer worldwide communications.

Two GINETEX promotion campaigns are available for external communications. If you are an apparel or textile
translated in your national language.

Learn more about the clevercare.info initiative

Download our leaflet

Watch a 1,45" video spot on Youtube !

See our lively and fun comic strip

If you would like copies, either printed of electronically please contact ginetex@ginetex.net.



Access the website


clevercare.
info