

GINETEX

THE INTERNATIONAL ASSOCIATION FOR TEXTILE CARE LABELLING

GINETEX™



Press Release

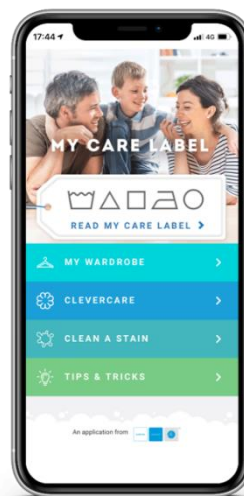
MY CARE LABEL - the mobile application that helps you take proper care of your textiles - is now available in three new languages: Spanish, Italian and in German!



Paris, May 19, 2022. GINETEX announces the launch of three new language versions of its MY CARE LABEL application: Italian (Segui l'Etichetta), Spanish (Mi Etiqueta) and German (Mein Pflegeetikett).

82% of Europeans¹ consider the care label to be useful, but do not always know how to interpret it. Beyond a mobile app, MY CARE LABEL provides consumers with a tool to access comprehensive practical advice to properly care for their laundry – at their fingertips!

Accessible from anywhere and totally free, the application is now available **in 5 languages** (French, English, Spanish, Italian and German).



“Building on the success of the French and English language versions, GINETEX wanted to make MY CARE LABEL accessible to more users around the world,” says Alejandro Laquidain, President of GINETEX. *“This mobile application intends to be complete, intuitive, and user-friendly, to provide easy access to all the useful advice and tips to properly care for your clothes and further extend their lifespan. Quite a significant asset, given that consumers are now increasingly aware of their environmental impact.”*

¹ According to the results of the 3rd edition of « The textile care label and Europeans » barometer conducted by GINETEX (June 2021).



MY CARE LABEL, a real textile care toolbox with 5 functions:

How to read my label: This function recreates your textile's label on your app to help interpret its symbols - some of which can sometimes be complex to understand and memorize! Once the label has been generated, all you need to do is save it in your virtual dressing room.

Clean a stain: This function provides many tips to remove all kinds of stains from textiles. Whether it's a wine, grease, mud or even a felt stain, the application provides solutions for all types of stains and textiles. Quick tips help consumers act swiftly and smoothly to save their garment.

Advice and tips: Provides consumers with advice and tips to help them care for their fabrics, whatever the problem: washing, drying, ironing. These tips enable consumers to increase their textiles' lifespan.

Clevercare.info: Gives simple and eco-responsible actions that consumers can turn in to habits, to care for their textiles and the planet!

My dressing room: Brings your wardrobe to your smartphone! To do so, simply take a photo of your garment, save its label's care symbols (interpreted by the app), then put everything in the category to which it belongs.

MY CARE LABEL app is completely free and available on iOS and Android!

About GINETEX:

First founded in Paris, in 1963, GINETEX, the International Association for Textile Care Labelling, has devised an internationally applicable care labelling system for textiles based on symbol, which aims at informing textile companies and consumers on the best way to care for their textiles. The pictograms used are registered trademarks and are equally property of GINETEX and COFREET. The association promotes these symbols worldwide and coordinates its technical contents on a global scale - which is essential for the definition and application of the care labelling code. Today, GINETEX counts 22 member-countries.

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MY CARE LABEL app (available on the App store and Google Play)

