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GINETEX TRADEMARK



GINETEX five symbol trademark is now registered in China and India. GINETEX continues to invest in the promotion and protection of its trademarks all over the world. This is part of our determination to ensure that we have a worldwide, harmonized care labelling system, as detailed in ISO 3758:2012 standard. In any country, at anytime, consumers should be able to read and easily understand the care instructions so as to better care for their textile.

GINETEX is proud to inform you that, over the last months, its five symbol trademark has been registered in China and India. These are two very important markets for GINETEX licensees and more and more national apparel brands are exporting from these markets as well.

During the last year, GINETEX has also concentrated on registering the symbols in South America, South Africa and several Arabian countries as these markets become more globally significant.

“clevercare.info”, the GINETEX sustainable textile care logo, is also being registered as a trademark and so far the trademark registration process is almost finalized in over 50 countries worldwide.



EUROPEAN MARKET RESEARCH ON TEXTILE CARE LABELLING



In partnership with IPSOS, GINETEX announced on June 20th, the outcomes of its European barometer “Europeans and textile care labelling”: 70% of Europeans follow the textile care instructions featured on the labels and 80% admit that they would not (or would rarely) buy clothes without any labels, While another 84% feel concerned by water and energy savings.

GINETEX, the international Association for Textile Care Labelling, called upon the French market research company IPSOS, to evaluate the behavior of European Consumers with regards to textile product labels and care symbols. This study, carried out in December 2016, combines the results of six different countries, gathered from a sample of 6,000 people in Germany, England, France, Italy, the Czech Republic and Sweden.

In regards to eco-care, it is a major issue for European consumers! The IPSOS study reveals that 84% of Europeans feel concerned about water and energy savings. And among Europeans who feel concerned, 90% take specific eco-actions when caring for their textile products.

For more information or to get the press release with full data, please contact Pascale Florant, GINETEX Secretary General, ginetex@ginetex.net, +33 (0)1 47 56 31 71

PERCENTAGE OF EUROPEANS WHO CORRECTLY ASSOCIATE THE SYMBOL WITH THE CORRESPONDING CARE INSTRUCTION:

Ironing:	97%
Washing:	91%
Bleaching:	33%
Drying:	32%
Professional cleaning:	21%



SAC-GINETEX NEW PARTNERSHIP 2017



Last month, GINETEX decided to join the Sustainable Apparel Coalition (SAC). The SAC is already very active around the issue of sustainability in the apparel and textile supply chain. The SAC’s vision is of an apparel, footwear and home textiles industry that produces no unnecessary environmental harm and has a positive impact on the people and communities associated with its activities. Some GINETEX licensees are already member. Our association is proud to be

part of this worldwide initiative and will actively participate in their work on the challenging road of transforming sustainability goals into reality for our textile and apparel industry.



ISO 3758 UPDATE



ISO 3758:2012 REVISION

The care labelling standard ISO 3758:2012 which is based on the GINETEX care symbols, is due for a systematic review this year. This systematic review is a standard procedure within ISO to make sure that the standards in place are still valid, applicable and correspond to the current state of technology. The first voting clearly showed that most of the participating countries (18 out of 22) confirmed ISO 3758:2012 in its current version. However, 4 countries voted for revision, which makes it necessary that another confirmation ballot is necessary. The result of the second voting is still pending.

ISO 3175 – PROFESSIONAL CLEANING

This standard series is covering those procedures which are carried out by the professional textile cleaners and as such are the basis for the corresponding symbols. Part 1, 2, 3, and 4 are under revision and it looks like that some minor changes will be introduced. However, one of the proposed changes may have some influence on the use of the symbols: The drying temperature in part 3, which is covering the cleaning procedure with hydrocarbons as solvent, shall be increased to 70 °C, which is higher than in the solvent-wise stronger cleaning cycle using perchloroethylene as solvent. It cannot be predicted whether this may provoke with very delicate components an additional damage. GINETEX will consider the consequences, when the standard is really published in its revised form.



TECHNICAL BOOKLET NEW VERSION



Dated May 19th 2017, GINETEX has issued a new version of its Technical Booklet – Version 7. Some updates have been added include:

- ✓ Consideration of new solvents for professional cleaning
- ✓ A graphic showing the different combinations of the five symbols when adding natural drying symbols and professional wet cleaning symbols to the classic drying and professional cleaning symbols respectively: relative distances for pictograms and composition of labels.

- ✓ Special note added on the hand wash symbol also allowed in the ISO:3758 standard

For a copy of this new updated version of the GINETEX Technical booklet, please contact Pascale Florant, GINETEX Secretary General, ginetex@ginetex.net.

NEWS ON CLEVERCARE.INFO



“clevercare.info” is the GINETEX internationally applicable logo for sustainable textile care. By adopting simple habits, the consumer will care for fabrics the clever way extending the lifespan of his favourite fabric while also caring for our planet!

Today, more and more apparel companies agree that the consumer is ready to hear from them about how to care about their textile to keep them longer and in better shape, while taking care of the planet. Consumers are willing to change their day-to-day habits.

Textile and apparel companies such as Carrefour, Engelbert Strauss GmbH&Co, Esprit, Galeries Lafayette, H&M, Karmameju, KOOKAI, Peak Performance, Playshoes GmbH, Sevira Kids, Stella McCartney, Ragwear, etc. have adopted clevercare.info logo on their care labels and strongly believing that textile eco-caring is a priority for our industry today.

Many other brands will follow this worldwide initiative over the end of 2017, 2018 and over. We will publish the updated list in our coming GINETEX newsletters.

END CONSUMER COMMUNICATION SUPPORTS

GINETEX developed clevercare.info® website to advise consumers that they can influence the environmental impacts of garment care and by carefully following the care symbols that can be found on a textile label – www.clevercare.info. The biggest opportunity for consumers to reduce the carbon footprint of clothing is to change the way they care for their clothing and textiles in general. Laundry alone accounts for around 30% of the carbon footprint of clothing. Fully aware of this market trend, GINETEX licensees are starting to use the logo on their care labels and develop consumer communication worldwide.

Two GINETEX promotions are available for external communication. These tools can be translated in your national language.



- 1 A 1,45” video spot available on Youtube
- 2 A dynamic and amusing comic



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



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