

CLEVERCARE.INFO FOR FASHION, THE CLEVER WAY! THE INTERNATIONAL LOGO FOR SUSTAINABLE TEXTILE CARE



EDITORIAL

Around the world, preserving our natural resources and our environment has taken center stage in all major debates. As the risks associated with climate change become clearer every day, it is the responsibility of all industries to participate in sustainable actions and to change their practices drastically. The textile industry is one of the largest in the world, and reducing its environmental impact has become a priority. How can we reduce this environmental footprint, and how can we actually encourage textile product consumers to actively participate in this change?

GINETEX, the International Association for Textile Care Labelling, has been committed to textile eco-caring practices for years, through its five iconic care symbols. The idea behind **GINETEX**'s five textile care labelling symbol trademark is to provide the textile and apparel industry professionals with a means to advise their consumers on how to care for their fabrics. It is also useful to convey information on textile eco-caring practices in order to better respect our environment. Labels are key when it comes to caring for textiles!

Five years ago, **GINETEX** went a step further by launching its clevercare.info initiative.

To start with, clevercare.info is a logo which is increasingly used by the largest fashion brands on their labels, throughout the world. The logo also displays a website packed with best eco-care practices on how to care for your textile products in a more sustainable way. It comes with easy-to-adopt suggestions for daily life to make sure fabrics are well taken care of, while also preserving our planet. Considering that 67 % of Europeans are aware they can save water and energy when washing their textiles, the logo is an efficient way to gather the best practices to do so¹.

How each of us cares for a textile product greatly influences its environmental footprint.

In the lifespan of a textile product, textile care counts for up to 40 % of its environmental impact. This significant figure explains why **GINETEX** chose to work with key actors in the textile and apparel industry, to raise consumers' awareness and encourage eco-caring practices. **GINETEX** is also committed to raising the issue at national, European and international institutional levels and across the industry, in order to find sustainable solutions as soon as today.

This year, **GINETEX** is proud to celebrate the 5th anniversary of its clevercare.info initiative. Launched in 2014 in Copenhagen, clevercare.info is now used by over 60 fashion brands internationally, as part of their commitment to eco-caring textile strategies.

¹ GINETEX / IPSOS European Barometer, January 2017

TEXTILE CARE AND THE PRESERVATION OF THE ENVIRONMENT



In the lifespan of a textile product, textile care represents up to 40% of its environmental impact!

GINETEX is committed to adopting sustainable textile care practices and reducing its environmental footprint. The Association launched the clevercare.info initiative at the 2014 Fashion Summit in Copenhagen. Today, it is represented by an eco-care logo and an internet website for the public (www.clevercare.info) filled with information on how to care for textile products in a more sustainable way. It suggests habits which are easy to apply in daily life, that make sure our fabrics are taken care of in the best possible way, while also caring for our planet. The clevercare.info initiative shows tangible results:

It preserves the quality of the textile products

It improves their lifespan

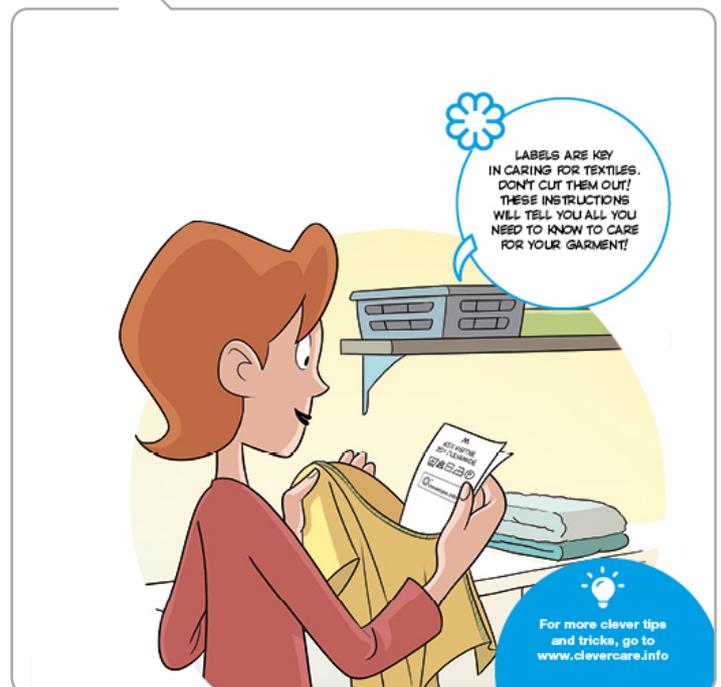
It saves energy

It reduces the carbon footprint

Consumers can actively play a role in extending the lifespan of their textile products while taking care of our planet!

It is crucial to respect the textile care recommendations that can be found on labels in order to keep our textile products as long as possible. The recommendations provide information on how to maintain the quality of the textile product and avoid any irreversible damage to the article during the textile care process. This way, the garments can have a second life: it can be given to charities or friends and can also be recycled to create an entirely new textile product.

Clevercare.info promotes more sustainable practices during the textile care process. Thanks to its internet website, consumers can access easy-to-adopt suggestions to extend the lifespan of their clothes while preserving our environment. The clevercare.info website is available in 23 languages which are used by the main international market players.





A FEW TIPS OF ECO-CARING



LEARN MORE ABOUT THE SYMBOLS
AND SEE MORE TIPS

clevercare.info

WASHING

Wash your clothes only if necessary.

Studies prove that we wash our clothes too often: reducing the number of washes actively contributes to reducing water and energy consumption.



DRYING

Save energy by drying your textile naturally.

On top of energy savings, textiles keep their original shape and benefit from a longer lifespan – a realm of benefits that fully respect the environment.



TEMPERATURE

Reduce temperature when washing your laundry.

A 30° wash is enough for clothes that aren't too dirty and also allows significant energy savings.



IRONING

Iron your textile products only when necessary.

Hang up your clothes as soon as the wash is finished, it will help reduce creases.



DRY CLEANING

Use professional dry cleaning when recommended.

Some delicate, special or very large fabrics cannot be cleaned at home and need to be taken to professional dry cleaners.



THE CLEVERCARE.INFO AMBASSADORS

SEE ALL OUR AMBASSADORS
[Ambassadors](#)

The “clevercare.info” logo is a registered trademark co-owned by COFREET and GINETEX. Its use is only permitted by members of GINETEX or COFREET, who may add it free of charge onto the labels of their textile products.

Clevercare.info is viewed by prestigious brands present internationally, including designers, producers, distributors, haute couture, prêt-à-porter and household linen companies.

Major brands use the eco-caring logo: Agnès b., ASOS, Galeries Lafayette, H&M, Lidl, Peak Performance, Street One, Stella McCartney, and many others.



OUR SYMBOLS



Our 5 symbols – each one referring to specific care instructions – represent a true quality guarantee for textile and apparel industry professionals and consumers alike. They provide the accurate information on the maximum treatment which is permitted and on how to properly care for each textile.

-
- WASHING 
-
- BLEACHING 
-
- DRYING 
-
- IRONING 
-
- DRY CLEANING 
-

The symbols are designed to make it easy and clear for the consumers to understand how to best care for their textiles by indicating the maximum authorized treatment for each process. The care symbols are protected by the trademark legislation in all major markets worldwide. Based on the ISO 3758 standard system, they represent a standardized and streamlined worldwide care labelling system. Following the standard is voluntary in many countries, but has become common practice internationally.

Nota Bene: textile care labelling must not be mistaken with the textile composition, which indicates which fiber(s) can be found in the textile product. Mentioning the composition is often compulsory by law. The care symbols, however, are usually voluntary in most European countries, but they are nonetheless strongly recommended as they play an important role for consumers when it comes to choosing their garments.

LEARN MORE
ABOUT EACH SYMBOL
[Care Symbols](#)

WHO WE ARE

GINETEX, the International Association for Textile Care Labelling, was first founded in Paris in 1963 following several international Symposiums for Textile Care Labelling at the end of the 1950's. GINETEX devised an internationally applicable care labelling system for textiles based on symbols. The pictograms used are registered trademarks and are the property of GINETEX. Through its iconic symbols, GINETEX guides consumers and textile companies all over the world on how to care for their textile products.

LEARN MORE ABOUT GINETEX
[Our mission and objectives](#)
[Our national members](#)



GINETEX HEADQUARTER
37 rue de Neuilly, 92110 Clichy, France
Phone +33 (0) 1 47 56 31 71
ginetex@ginetex.net, www.ginetex.net

GENERAL SECRETARY
Pascale FLORANT