



## NEWSLETTER

10-2015 - JUNE

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## UPDATE ON JAPAN AND US CARE LABELLING POLICIES IN REGARD TO THE ISO STANDARD

Last October 2014, the Japanese Government announced the adoption of the ISO 3758:2012 standard for textile care labelling in Japan. This represents an important move towards the international standardization and harmonization of the care labelling symbol system.

On 31st March 2015, the Consumer Affairs Agency (CAA) approved the adoption of the new care labelling symbols based on the mandatory standard "JIS L 0001:2014" "Textiles – Care labelling Code Using Symbols", which replaces the current care labelling standard "JIS L 0217:1995" under the Household Goods Quality Labeling Regulation in order to harmonize the ISO international care labelling system. It comes into effect on 1st Dec 2016 after the final improvement of the METI.

At that date, the related GINETEX care labelling system should therefore be authorized in Japan.

However, until that specific date, textile and garment companies wishing to export to Japan will have to keep using the actual Japanese standard "JIS L 0217:1995".

GINETEX will keep its members informed on the development of the Japanese textile care labelling system.



Negotiations around the TTIP project are still going on between the US government and the European Union office. GINETEX is closely connected to the evolution of the project in regards to care labelling system under the ISO standard and the use of the GINETEX care labelling symbols. EURATEX as the representative of the European Textile & Apparel Industry is sharing its advice and support to the European Community for the benefit of the worldwide Textile & Apparel Industry. In this project, the US ASTM care labelling standard is actively discussed in regards with the ISO 3758-2012 standard using GINETEX care symbols. The US proposition could be “either/or”.

The GINETEX symbols are at the origin of the international standard EN ISO 3758 “Textiles - Care Labelling Code using Symbols”, are part and are associated with the standard.

With the support of EURATEX, GINETEX underlines the importance of the harmonization and the worldwide implementation of the ISO 3758-2012 standard using

GINETEX care labelling symbol system. Under the ISO 3758-2012 care labelling standard, GINETEX covers already almost all European, North African countries and Brazil. At the end of 2014, Japan also adopted the ISO 3758-2012 standard as has already China.

As garment and textile companies, GINETEX symbols users, export their products outside their boundaries, consumers all over the world know well the GINETEX symbols and even search and rely on it when they purchase textile and apparel products.

GINETEX are discussing with ASTM representatives on a reliable, honest and efficient implementation process and economically viable for American companies wishing to adopt the ISO 3758/GINETEX care symbols standard on the European market. The choice of the care labelling standard is a strategic decision for the harmonization of our Textile & Apparel Industry practices and therefore to facilitate trade exchanges between key actors of our Textile & Apparel Industry worldwide.

## UPDATE ON “PROFESSIONAL CLEANING”

### RELAUNCHING OF THE “PROFESSIONAL CLEANING” WORKGROUP

The professional cleaning workgroup ISO/TC38 SC2 WG1 has been re-launched at the initiative of some countries. France is animating the workgroup and Japan is in charge of secretary tasks. The first workshop has been held end of January 2015 at the GINETEX headquarter in Clichy, France and the second one has been held this month.

The first main objective is to re-write and complete the existing documents including the water cleaning, and the second one is to discuss and integrate properly the use of new solvents by using existing care symbols or by creating new ones.

Today, garment and textile companies already have three different care symbols to deal with   . GINETEX wants to keep the use of the care labelling system simple and clear for professional cleaners. Too many different professional care symbols might confuse professionals and consumers.

## BEHAVIOUR OF NEW SOLVENTS FOR PROFESSIONAL DRY CLEANING

More and more new solvents are developed and made available for professional dry cleaners – but they are not formally covered by the corresponding symbols of the care labels. The corresponding testing standards for assessing the effect of dry cleaning (ISO 3175 series) and which are the technical basis for the care labelling system are covering next to the wet cleaning only the two “old” classical solvents ⊕ (Per, Perc, perchloroethylene) and ⊕ (hydrocarbon solvents) which are used since decades already. The consequence of this situation is that professional dry cleaners using already new solvents such as DBM (Dubutoxyethan) or Cyclosiloxanes D5 (Decamethylcyclosiloxane) are not backed up by the international ISO standards in place.

In order to improve the knowledge of the behaviour of two new solvents in comparison to the traditional P and F solvents, EFIT (European research association for innovative textile care, based in Stuttgart, Germany) has carried out a research project over 1,5 years to evaluate the effect of DBM and D5. The results of this research project have been presented last April to the technical committee of GINETEX in Cologne.

The project was based on tests which have been carried out on different clothing items; These were chosen by the corresponding manufacturers because from their experience, they show critical behaviour in dry cleaning using the classical solvents P and F, i.e. may experience an irreversible damage by the dry cleaning processes. The chosen samples consisted of:

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Cream-white down filled ski-anorak with various applications

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Grey wool jacket with viscose/acetate lining

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Waistcoat made from a polyester/wool/elastane mixture with a viscose lining

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A ladies trouser made from polyester/cotton/elastane mixture with different trimmings

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A ladies blouse made of polyester with lace and metal buttons

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Different buttons/dyed nut, polyester, staghorn, polymethylmetacrylate (plexi)

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Various interlinings fixed with different techniques onto base (fabrics and non-wovens)

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The testing items were exposed on one hand to dry cleaning processes according to the “normal” procedures described in ISO 3175-2 (for P cleaning) and ISO 3175-3 (for F cleaning) using the “old” solvents. On the other hand the process were run using the new solvents DBM and Cyclosiloxane D5 with keeping the rest of the parameters as close as possible to the original conditions of the before mentioned standards. A panel of 35 experts have assessed the test-

ing items after 1, 3, and 5 dry cleaning cycles according to the principles described in ISO 3175-1. Namely dimensional stability, colour fastness (colour change and staining), seam puckering, visible damages, hand feel/touch, delamination and loss of adhesion of linings were evaluated.



The expert panel came to the following conclusion: It is necessary to include the new solvents in the ISO 3175 series - and to include them whenever possible in the already existing standards (part 2 and 3). This would enable the use of the traditional P and F symbols in care labels also for the new solvents. The results of the testing series clearly indicate that DBM behave very similar to the classical P cleaning and that Cyclosiloxane D5 shows nearly the same potential to

create irreversible damage as the classical F cleaning. This is clear indication that the corresponding testing standards should be revised on an international level to account for these findings and to make the basis for using the P and F symbols also for the two new solvents DBM and Cylosiloxane D5.

Further information from this project may be received from EFIT directly.



## THE “TRIMAN” LOGO CAME INTO FORCE ON 1<sup>ST</sup> JANUARY 2015

The French Grenelle de l'Environment round table committed to the introduction of a common symbol relating to recyclable products within the context of the Extended Producer Responsibility mechanism (ERP) and informing consumers that they are subject to waste sorting. This requirement came into force on 1<sup>st</sup> January of this year.

This symbol is intended to make it easier for consumers to sort their waste and help improve performance in terms of separate waste collection and recycling overall. All players marketing recyclable products subject to an extended producer responsibility mechanism are concerned. Textiles, household linen and footwear destined for sale to consumers are thus targeted.

The mechanism falls within the scope of French decree No. 2014-1577 of 23 December 2014, published in the Journal Officiel of 26 December 2014. According to the terms of the decree, it is apparent that there

is no requirement to display the pictogram directly on the product itself. Marking on the packaging or a non-permanent label will be acceptable. The option to provide computerized information (via the internet in particular) is also offered. Furthermore, there is no provision for any direct sanction, although this in no way exempts companies from applying the symbol.

In a Ministerial Response published in the Journal Officiel of the French Senate on 22 October 2014, the French Government announced that businesses placing products on the market will be given a period of grace to allow them to comply with the new regulations and that any checks will be treated as purely informative in the first few months.

Finally, the ADEME (French Environment and Energy Management Agency) has launched a communication initiative to accompany the roll out of this mark. A comprehensive guide aimed at facilitating Triman communication. It can be downloaded via this link:

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<http://www3.ademe.fr/internet/unified-triman-recycling-signage/form.asp>

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# HOW TO REDUCE CLIMATE IMPACT EFFORT AND MONEY CARING FOR FASHION THE CLEVER WAY.



## SOME NEWS ON CLEVERCARE.INFO

The clevercare website is now available in 13 foreign languages and has a new section to present our partnerships in each related country. In this regards, we would like to take the opportunity to thank all our partners to follow us since all these years and to act closely with GINETEX to the harmonization of the care labelling symbols and the philosophy of clevercare.info. As a reminder, this website presents to the public all specific actions that could be performed to better care about our textile and make them live longer.

The clevercare.info logo is being deposited by GINETEX and COFREET, co-owners of the trademark, in over 50 countries in the world for our licensees to use the logo with all the necessary legal protections. GINETEX had invested in 2014 more than 25K euros on trademark protection.

May you have any comments or added value to this website platform for your country specifically or in general, please don't hesitate to contact GINETEX at [ginetex@ginetex.net](mailto:ginetex@ginetex.net).

When associated with the care label symbols, Clevercare.info assists the consumer in providing care practices through a fact-based approach




**DON'T WASH**  
your clothes too often.

[Learn more](#)




**LOWER THE TEMPERATURE**  
when machine washing.

[Learn more](#)




**THINK OF REDUCING**  
the amount you tumble dry.

[Learn more](#)




**THINK OF IRONING**  
only when necessary.

[Learn more](#)




**USE DRY CLEAN**  
only when necessary.

[Learn more](#)



## A.I.S.E.: “I PREFER 30” CAMPAIGN BEING EXTENDED – “SUPPORTED BY GINETEX”



A.I.S.E., the International Association for Soaps, Detergent and maintenance Products has initiated, back in 2013, the “I prefer 30°” multi-stakeholder campaign to promote the benefits of low temperature. Indeed, most of the impact of textile washing occurs during the use phase in particular with the energy needed to heat the water.

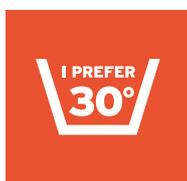
While 2013 was more focused on B2B promotion and engaging partners (following the launch jointly with Commissioner Connie Hedegaard for Climate action at the time), much of 2014 was about getting the message across to consumers in the five campaign countries: Belgium, Denmark, France, Italy and United Kingdom.

The main media campaign consisted of web bannering and prints ads, complemented by some excellent and creative activation initiatives by more than 30 partners committed to the campaign – retailers, textile and detergent manufacturers, universities and other organisations, and by the A.I.S.E. National Associations in the 5 countries (DETIC, SPT, Afise, Assocasa, UKCPI). These ranged from social media activities and contest to events with major retailers, point of sale activities, go cards, PR events etc.

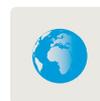
A.I.S.E. is now working on a final campaign report which will report both the quantitative and qualitative results of this unique multi-stakeholder initiative, and will feed the learnings into the next phase of the campaign which is also under discussion.

Agreement has been reached with GINETEX so that the logo at the heart of the creation of this campaign may be used till eynd 2016.

For more information about the close out report and the next steps of the campaign, please visit [www.aise.eu](http://www.aise.eu), [www.iprefer30.eu](http://www.iprefer30.eu) or contact [valerie.sejourne@aise.eu](mailto:valerie.sejourne@aise.eu).



## GINETEX IN GERMANY



### GINETEX COUNTS 20 NATIONAL COMMITTEES ALL AROUND THE WORLD.

Last autumn, in the GINETEX newsletter N°9, we firstly presented the COFREET, the French GINETEX National Committee, with the celebration of its 50th anniversary.

In this issue, the German GINETEX National Committee is pleased to present itself and its engagement to promote the GINETEX care labelling system based on the ISO 3758:2012 standard.

GINETEX Germany is responsible for textile care labelling in Germany. The German committee has been involved in creating and developing the GINETEX care labelling symbols since 1977. In 2009, GermanFashion – the German fashion industries association, with 340 members, based in Cologne – took charge of the GINETEX Germany committee.

As an organisation in its own right, GINETEX Germany represents, beside the GermanFashion member companies, 135 organisations and companies from the textile and apparel industry, textile retailers and wholesale, detergent industry, washing machine and tumbler producers, laundries and professional cleaners interested in care labelling.

The main objective of GINETEX Germany is the provision of information about the correct handling and care of textiles to German producers, retailers and sales personnel as well as consumers. The Clevercare logo complements the system by giving detailed infor-

mation to reduce climate impact, effort and save money by caring for fashion the “clever way”. In Germany care labelling is not mandatory by law. But if care symbols are applied, technical regulations by GINETEX Germany should be strictly adhered to.

GINETEX Germany shares its know-how by providing consultancy to the GermanFashion and GINETEX members, doing press work, speaking at conferences and giving workshops.

For any queries or questions the first contact is Petra Bleibohm ([bleibohm@germanfashion.net](mailto:bleibohm@germanfashion.net)), responsible for international markets and GINETEX. She is supported by Tanja Croonen, responsible for marketing and public relation.

GermanFashion Managing Director Thomas Rasch who has been elected as President of GINETEX international for a two year period (2015+2016) emphasises: “We love being part of the GINETEX family and supporting the GINETEX care labelling system with our know-how!”



## THE NEW GINETEX GLOBAL USERS



Since January 2015, GINETEX is pleased to welcome 6 new partners: Amazon, Kühl International (sportswear), Outerknown and PVH Corporation from the United States of America, Lululemon – a sportswear company from the Canadian west coast and Nehera from Bratislava in Slovakia.

## IMPRINT

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