



## NEWSLETTER

15 - 2016 - JUNE

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1<sup>ST</sup> NATIONAL MEMBER IN ASIA

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RELATIONSHIP WITH ISO

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BECOME GINETEX NATIONAL MEMBER

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TECHNICAL BOOKLET UPDATE

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ABIT, NATIONAL MEMBER IN BRAZIL

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GINETEX, A COMPETENCE CENTER

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## 1<sup>ST</sup> GINETEX NATIONAL MEMBER IN ASIA; JAPAN ADOPTS THE GINETEX TEXTILE CARE LABELLING SYMBOLS

**KAKEN**, a government-accredited organization that specializes in textile laboratory tests, will represent GINETEX in Japan – adding to GINETEX’s national membership that now covers 22 through out the world.

With a strong presence in all of Europe, North Africa and Brazil, GINETEX now welcomes KAKEN as its national member in Japan, in order to promote and support the use of textile care symbols in the land of the rising sun. Today, the Japanese market represents over 300 clothing brands.

The signature of this partnership with KAKEN in Japan is a historic moment for GINETEX, which will be represented for the first time in Asia. On December 1<sup>st</sup> 2016, ISO will be fully implemented and GINETEX symbols allowed in Japan.

“I am delighted to welcome KAKEN, as a representative of GINETEX in Japan and also very proud to assign this organization with the missions that are so dear to us. We are honored to cooperate with KAKEN and look forward to their impact on the promotion of care symbols within the textile and clothing industries in Japan. Once again, the integration of KAKEN translates our common will and desire to standardize all textile care symbols around the world. Today, with the precious support of our 22 national members, we will continue our work on the promotion and use of these symbols, on an international scale”, said Thomas Rasch, President of GINETEX.

“I am very pleased to be a member of GINETEX. KAKEN will make maximum efforts to increase the recognition of GINETEX in Japan and have Japanese brands understand the right way to use GINETEX care labelling symbols and what the trademark right is.” Mr. Umetaro Nagao, C.E.O. of KAKEN said.

**KAKEN** is the most trusted and the biggest textile products inspection organization in Japan. In addition, they are in cooperation with many industries including Japan Textile Evaluation Technology Council (JTETC), a well-known NPO, which has close relations with the government of Japan.

A key player in the Japanese textile market – and in the industrial market at large – this organization inspects and tests textiles (staples, filaments and yarns, woven and knitted fabrics and finished products), leather, rubber, chemicals, paper products and other industrial supplies, with the objective of obtaining certifications. **KAKEN** is an ISO 9001:2000 certified textile testing laboratory.

**KAKEN** will take advantage of its strong influence and long-proven legitimacy in the Japanese textile Eco-system (including government institutions, national textile industry organizations, textile and clothing manufacturers as well as consumer associations), to broadly communicate on the change and standardization of textile care symbols – now qualified ISO 3758, a certification backed by **GINETEX**, the guarantor of textile care labeling codes.



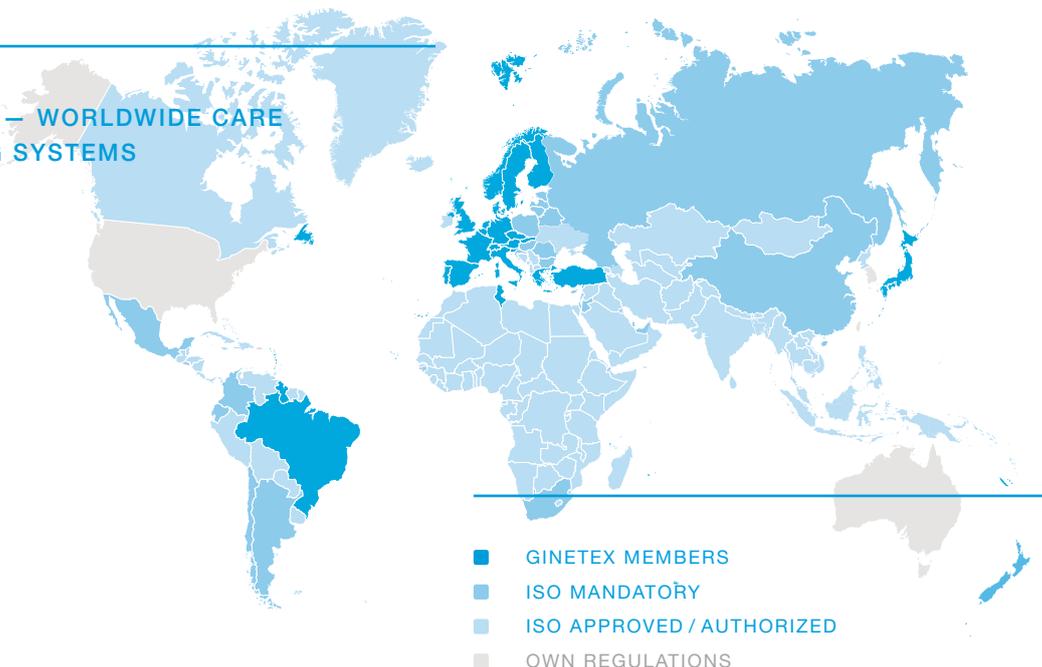
## GINETEX RELATIONSHIP WITH THE INTERNATIONAL STANDARD ORGANISATION (ISO)

In the early 1970s, **GINETEX** started to cooperate with the International Standards Organisation (ISO) to help ensure the care symbols had a global reach.

In 1987, an agreement between the two organisations was reached and **GINETEX** allowed ISO to use its care labelling system. This led to the publication of the first ISO Care Labelling Standard in 1991, “Textiles – Care labelling code using symbols”.

For more than 20 years now, the ISO 3758 standard “Textiles Care labelling code using symbols”, has been informing textile and apparel manufacturers, suppliers and retailers all over the world about care labelling symbols and the tests they should perform on materials and clothing to avoid causing irreversible damage during washing, drying, professional care.

### OVERVIEW – WORLDWIDE CARE LABELLING SYSTEMS



## WHO CAN APPLY TO BECOME GINETEX NATIONAL MEMBER?



The International Association for Textile Care Labelling, **GINETEX**, represents the textile producing and retailing industries and other interested organizations concerned in textile care in different countries.

Today, **GINETEX** counts 22 National Members which means that 22 organisations all over the world get the right to sublicense the **GINETEX** care labelling symbols to their national apparel companies.

These national organisations represent **GINETEX** interests, coordinate and defend the use of **GINETEX** care labelling symbols to their apparel companies in their respective countries. As **GINETEX**, they believe on building a standardized and harmonized worldwide consumer information system based on ISO 3758, “the Textiles Care Labelling Code using Symbols”.

To provide their care labelling symbols to textile and apparel companies around the world, **GINETEX** is searching for always more national representatives in different countries to represent, coordinate, defend and promote its care labelling symbols nationally. These

national organisations must be textile and apparel entities, associations or other entities closely referring to textile and clothing interests.

### FIVE CARE LABELLING SYMBOLS FOR A CLEAR AND EASY COMMUNICATION TO THE WORLDWIDE CONSUMERS

**GINETEX** provides the textile and apparel industry a graphical representation understandable by all customers worldwide. And today its care labelling symbols are used by more than 6 500 textile and apparel actors (by over 90 % of EU actors) worldwide.

Consumers know them well, search and rely on them. If you may be interested of becoming part of our organisation and represent **GINETEX** interests in your country, please contact our headquarter in Paris, Secretary General, Pascale Florant, [ginetex@ginetex.net](mailto:ginetex@ginetex.net), Phone +33 1 47 56 31 71.

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**NOTE:** One National Member only is allowed in each country.

## A NEW VERSION OF THE TECHNICAL BOOKLET

**GINETEX** will update its Technical Booklet (pdf version) on its professional cleaning part mainly with technical details on current underlying testing standards.

In chapter 4.5, in regards to professional cleaning and new solvents, there will be added some comments on preliminary tests explaining that DBM show similar results than P and that cyclosiloxanes show similar behaviour than the F solvents in a dry cleaning cycle.

At the end of the booklet, where the **GINETEX** Experts Laboratories are referenced, three new laboratories are on the list. Welcome to:

- DTNW ÖP GmbH, Krefeld in Germany
- UL International GmbH, Köln in Germany
- Kaken Test Center, Tokyo in Japan

If you have any question related to the **GINETEX** Technical Booklet or if your organisation wants to become a **GINETEX** Expert Lab partner, please contact our headquarter at [ginetex@ginetex.net](mailto:ginetex@ginetex.net)

## TRIMAN FRENCH LEGISLATION: UPDATE OF THE USER GUIDE



One year ago, in our Newsletter N°10 – June 2015, we informed you that the French Grenelle de l'Environment 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 1st January 2015.

The ADEME (French Environment and Energy Management Agency) who had launched a communication initiative to accompany the roll out of this mark is publishing today the update of its User Guide aimed at facilitating Triman communication. This update version should improve the quality of the responses to the questions of professionals. It is relevant to mention here that, in the previous version, the requirement of positioning the Triman logo in a communication support was not related to any sanction, although this in no way exempted companies from applying the symbol.

Today, the ADEM and the Ministry have found it useful to add that in case of failure to comply the use of Triman, the relevant administrative authority could give notice to the responsible person to whom it bears the obligation to satisfy it under the article L171-8 of the Environmental Code. Failure to comply with that notice is an offense and the fine incurred under the 5° of II of the article L173-1 the Environmental Code, a penalty of 100 000€ and two years of imprisonment».

It can be downloaded via this link: <http://www3.ademe.fr/internet/guide-utilisation-triman/form.asp>



## ABIT, GINETEX NATIONAL MEMBER IN BRAZIL

In each issue of its International Newsletter, GINETEX is presenting the profile and activity of one of its National Members. The days before the Olympics games, GINETEX is delighted to give the opportunity to Fernando Valente Pimentel, CEO of the Brazilian Textile and Apparel Industry Association (Abit), to present you all the great work they have done and they do for the development of the Brazilian textile and apparel industry, including GINETEX textile care labeling symbols.

### BRAZILIAN TEXTILE AND APPAREL INDUSTRY, MOBILIZED FOR DEVELOPMENT.

Brazil, after successfully battling successive international crises, faces a difficult economic situation, with a real possibility of a decrease of the GDP for two consecutive years (2015 and 2016). The manufacturing industry, despite being crucial to resume economic growth, is one of the most affected sectors. Its production declined 10 % in 2015 compared with the previous year, according to the Brazilian Institute of Geography and Statistics (IBGE).





We are before a clear symptom of a de-industrialization process, which weakens a crucial activity for job creation, income generation and distribution, technological application and exports of goods with high value added. The share of the manufacturing industry in the Brazilian GDP, which used to be above 30 % two decades ago, is now slightly above 10 %. The fall is partly due to the low dynamism of the domestic economy since the late 70s until at least the mid-90s. It was a period of growth spasms, when we experienced all sorts of heterodoxies in terms of economic policies.

With the “Real Plan”, launched in July 1994, came the stabilization. High inflation rates were controlled, future became more predictable and the level of activity began to expand. Nevertheless, we’ve had very high interest rates, today one of the highest in the world. Other persistent obstacles are the significant high taxes, poor and expensive infrastructure, and the exchange rate, which, only last year after a long time, became less overvalued.

An example of resilience, overcoming capacity and contribution of the manufacturing sector, its entrepreneurs and workers is in the textile and clothing industry. Despite all challenges, it continued to invest around USD 1 billion/year since the beginning of the Real in July 1994. This amount only considers fixed assets measured in machinery and equipment acquisitions, in addition to loans releases by BNDES (National Bank for Economic and Social Development), whose funding for the textile and apparel industry was over USD 300 million, in 2015, and USD 528 million. The investments listed above do not include those made with self-acquired resources, which amounted an extra 50 % of the total, on average.

The investments, accomplished despite the difficult economic situation, were consistent with the goals of recovering a 1 % share of the world trade, and competing on a less unequal condition, including in the domestic market, with companies from countries where taxes, interest rates and wages are significantly lower than ours and have environmental regulatory, labor and social security milestones far from those we have in our country. Brazil, with over 200 million inhabitants, has one of the world's largest consumer markets.

From 2003 to 2013, there was an economic rise of more than 40 million people. It is expected that this progress could be sustainable, therefore not mitigated by the current economic crisis. In a projection of responsible optimism, resuming a GDP growth in 2017, Brazil could reach 2025, considering the current exchange rate, with per capita income of USD 10,000 and annual consumption of textiles and clothing of 20 kilograms per inhabitant. We must be prepared to meet this demand.

The dynamism of the textile and clothing activity is also important for the labor market. According to BNDES, no other segment of the manufacturing industry has so much potential to maintain and create jobs like this industry, which, with every additional USD 5 million in production, can create 1,382 direct and indirect jobs. Moreover, these jobs have great capillarity, being distributed nationwide and engaging people from all social and educational levels.

The sector is also relevant because it represents 5.6 % of the manufacturing invoicing and approximately 16.9 % of the jobs. Its macroeconomic significance is expressed in clear numbers: an industrial park of USD 50 billion in assets, considered as replacement cost, with 33 thousand companies in operation, approximately eight million direct and indirect jobs and annual invoicing of approximately USD 40 billion. Another important factor is that the sector was one of the main contributors to low inflation rates, as the cumulative evolution of its prices remained quite below the National Consumer Price Index (IPCA).

In the industry’s fight for its development and commitment in favor of the resumption of the Brazilian economic growth, the performance of the Brazilian Textile and Apparel Industry Association (ABIT) has been fundamental. Its representation has been strongly defined by the promotion and mobilization of companies within the entire production chain. We are engaged in the cause of competitiveness and in building an advanced and harmonious society. We have a consistent purposeful agenda, including production, innovation, research and development, social and environmental responsibility and commitment to the Nation.



In Brazil, the industry has been a protagonist in the most difficult times, actively participating in the proposal of public policies, production stimulus and measures to strengthen the manufacturing industry as a whole. An example of these efforts is the Jose Alencar Mixed Parliamentary Front for the Development of the Brazilian Textile and Apparel Industry, which brings together 260 senators and representatives. We are also well prepared for the upcoming challenges and demands, with a robust industrial park distributed throughout the national territory, technological capacity and qualified human resources. We believe in the transformative power of fashion as one of the pillars of the resumption of economic growth and as a new step of prosperity with social equality.

In Brazil, every textile and apparel product must be properly labeled, accordingly to the Regulation established by Conmetro – National Council of Metrology, Standardization and Industrial Quality, with important information such as composition, origin and conservation treatment. Care labeling symbols can avoid irreversible damages to the product and it is fundamental to improve its durability. Thus, the number of client’s complaints, repair claims or product substitution can be reduced, facilitating the communication along the productive chain. Brazil adopts GINETEX care symbols and Abit is proud to represent it in the country, providing all the necessary assistance to the companies that use those symbols in their labels.

We also care to do our “homework” to keep up with rapid transformation in Brazil and in the world. In this sense, there are six strategies in progress looking forward to the year 2030: increasing the perceived value of Brazilian goods and services in the domestic and foreign markets; creating a technology platform that drives innovation based in network knowledge; attracting and retaining talent in strategic areas; virtually integrating the value chain and to create infrastructure for innovation; getting companies to be more innovative in the sector and attracting national and international investors; and integrating government, academy, associations and companies in a network of sustainable value creation.

This process demands investments in new materials and fibers, including relevant actions in sustainability; increasing value of design and broad technological support, from the identification of trends and desires of consumers, through production engineering and logistics to the final product. The textile and apparel industry sees the future with plenty of optimism, despite the deep challenges that are facing right now. For this reason, it is working, together with the Brazilian society, to remove obstacles to production and to sustainable growth, so that we can achieve higher levels of development.

## GINETEX: COMPETENCE CENTRE FOR TEXTILE LABELLING FOR OVER 50 YEARS

### OUR OFFER

Technical Booklet

### OUR KNOW HOW

Introduced in 1963 – creation and continuous development of a worldwide care labelling system on a voluntary basis. Regularly adapted to reflect technical, ecological and legal developments.

### YOUR BENEFIT

Labelling via care symbols is independent of languages, easy to apply and to understand. Secured and controllable through international standards. National and international trade mark registration of the care symbols.



OUR OFFER	OUR KNOW HOW	YOUR BENEFIT
Brochures/Documentation	Development of presentations and documentations for producers, trade, consumers, schools etc. as part of the European research project “life-long learning” Leonardo da Vinci.	All documentation is revised continuously and are available for all members, producers and other parties in the textile chain. A European wide harmonised information for consumers.
Internet and new Media	Development of respective documentation and websites for media. Creation of an app for smartphones.	All information can be easily and clearly found on <a href="http://www.ginetex.net">www.ginetex.net</a> . To be downloaded under “care symbols”, containing all relevant information about caring for textiles.
Trademark Protection	Registration of the care symbols in over 50 countries.	Correct use and application of the care symbols is guaranteed on a transnational level.
Environmental Protection	Launch of the <a href="http://clevercare.info">clevercare.info</a> logo as instrument for sustainable care of textiles. All the information available on a separate website.	All information and tips for sustainable textile care can be found on <a href="http://www.clevercare.info">www.clevercare.info</a> .
Board	Consisting of all country member organisations.	Voice in all matters concerning textile labelling. Exchange of first-hand information, development of changes in legal regulations worldwide.
Technical Committee	Input of technical know how by country member organisations.	Processing and coordination of technical questions. Adaptation to technical developments. Developing solutions to international problems.
Organisation ISO and CEN	Representatives in the respective working groups of the standardisation organisations on a national and international level. Influencing the development of the respective standards. Draft and presentation of solution approaches.	Implementation of the <b>GINETEX</b> system as basis for the international standards. Cutback in trade barriers and facilitation for cross-border trade. Countries.
EU Parliament / IMCO	Petitions and lobbying for keeping care labelling on a voluntary basis.	Textile industry saves massive financial and administrative expenditures.



## IMPRINT

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