



## NEWSLETTER

N° 22 - 2021 - JUNE

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## RESULTS OF THE 3<sup>RD</sup> IPSOS EUROPEAN BAROMETER 2021



JUNE 8, 2021

### THE INTERNATIONAL ASSOCIATION UNVEILED THE RESULTS OF ITS THIRD BAROMETER ON "THE EUROPEANS AND TEXTILE CARE LABEL"!

One of the main findings of our barometer this year is that environmental concerns are now central to Europeans' new textile care habits. Europeans are inclined to change their cleaning habits and make them more environmentally friendly.



Every two years, the survey is carried out in seven European countries: France, United Kingdom, Germany, Italy, Sweden, the Czech Republic and Spain.

- More than 8 out of 10 Europeans find that the textile care label is useful. 74 % find it useful in Spain and 87 % in Sweden.
- The vast majority (71 %) of Europeans follow the care instructions. 81 % follow them in Sweden, compared to only 65 % in the United Kingdom.
- 74 % of Europeans never or rarely buy a garment without a care label.
- Europeans want to buy in a more ethical and responsible manner. 65 % of them want to see more environmental information on their textiles' care labels. In this respect, they would prefera-

bly like to see: a highlight on ecological care recommendations (65%), the creation of an environmental eco-score (56%), or a focus on the proportion of recycled fabrics (57%).

Today, environmental awareness has become widespread and this clearly translates in our barometer's results. If Europeans want more information on ecological textile care, it is because they are themselves inclined to change their cleaning habits and make them more environmentally friendly.



### STUDY METHODOLOGY

This study was conducted by the IPSOS institute, for GINETEX, the International Association for Textile Care Labelling, on a sample of 1000 people aged 18 to 65 in each of the 7 countries (i.e. a total of 7000 people): France, Germany, The Czech Republic, United Kingdom, Sweden, Italy and Spain. This study was conducted online from December 18 to 21, 2020 for France and from January 25 to February 15, 2021 for Germany, The Czech Republic, United Kingdom, Sweden, Italy and Spain.

For the complete results of the study, you are invited to download the [press release](#)

## CLEVERCARE INITIATIVE UPDATE



### IN THE CIRCULAR ECONOMY, TEXTILE CARE PLAYS A KEY ROLE IN THE USE PHASE OF A TEXTILE!

Over the life span of a textile product, textile care represents up to 40% of its environmental footprint. Consumer can truly play a significant part in reducing this impact: they can improve the durability of textiles, preserve their quality, and take care of our planet at the same time!



Today, over 80 companies worldwide (GINETEX licensees) decided to become clevercare.info ambassadors in order to get involved in the use phase of the textile

by encouraging consumers to change the way they take care of their garments in order to better protect the environment.

Convincing their consumers to reduce their textiles' environment footprint is actually part of these companies' strategic plan to become more sustainable. Consumers thereby become active partners of their sustainable strategy. Consumers take action for a better world!

Contact us for more information on our sustainable [clevercare.info](http://clevercare.info) logo and join our [clevercare.info ambassadors' community](http://www.ginetex.net/GB/clevercare-info/the-ambassadors) [www.ginetex.net/GB/clevercare-info/the-ambassadors](http://www.ginetex.net/GB/clevercare-info/the-ambassadors). The clevercare logo is free as part of the GINETEX licence.



### DID YOU KNOW?

Clevercare.info provides consumers with the option to care for their textiles in a greener and more sustainable manner. Available online, in 23 languages, the website [www.clevercare.info](http://www.clevercare.info) offers advices and tips to develop the right cleaning habits on a daily basis, while also respecting the care symbols on textile labels.

In GINETEX/IPSOS barometer 2021, 55% of Europeans would consider visiting the website soon, to find out about the simple and accessible steps to textile eco-care.

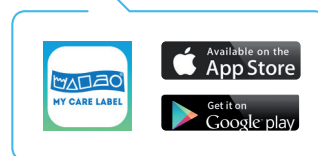
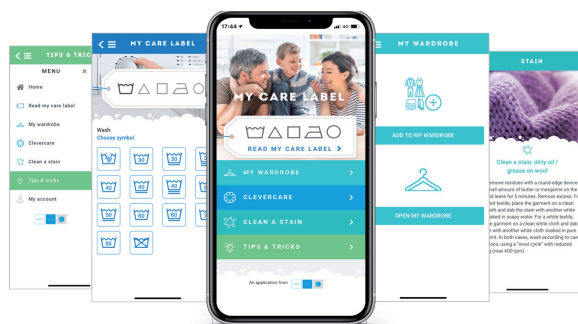


## THE NEW GINETEX CONSUMER APP – MY CARE LABEL

### THE NEW INTERNATIONAL APPLICATION FOR END-CONSUMERS TO UNDERSTAND THEIR LABELS AND TO TAKE CARE OF THEIR TEXTILES

To help international consumers become familiar with these care symbols, GINETEX has developed a mobile application: MY CARE LABEL. This new mobile application, now launched internationally by GINETEX, helps users to take care of their clothes on a daily basis.

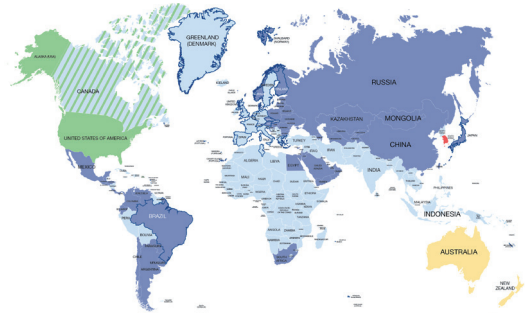
On top of explaining the care symbols of all existing textiles, MY CARE LABEL also provides tips and advices to consumers to clean and take care of their textiles while also caring for the planet.



## WORLDWIDE CARE LABELLING SYSTEMS



GINETEX recently updated its worldwide care labelling systems map. To receive it, please contact us at [ginetex@ginetex.net](mailto:ginetex@ginetex.net)



## GINETEX'S PARTNERS



### INTERNATIONAL APPAREL FEDERATION: A NEW PRESIDENT

Our partner, the International Apparel Federation, held its General Assembly 2021 on May 19<sup>th</sup> 2021. After more than a year of a very concerning pandemic situation with COVID-19, this was the occasion for the Federation to reaffirm its unwavering support to the industry. IAF's mission is to unite all stakeholders of the fashion and apparel industry, including brands, retailers, manufacturers, suppliers and country associations from around the world to enable and promote smarter, stronger and more sustainable supply chains.

At this IAF General Assembly, the members unanimously chose Cem Altan to become the next President of the International Apparel Federation. During the 36<sup>th</sup> IAF World Fashion Convention, to be held November 6 to 9, 2021 in Antwerp, Belgium, the current IAF President Han Bekke will hand over the IAF presidency to Cem Altan after a 4 year terms extended by an additional year due to the COVID pandemic. Mr. Bekke will remain on the IAF Executive Committee as immediate past president.

Cem Altan is the founder of Aycem Textiles and he is member of the Board of Directors of both the Istanbul Apparel Exporters Association (IHKIB) and of the Turkish Clothing Manufacturers Association (TCMA). Mr. Altan has been a member of the IAF Board of Directors since 2014.

Mr. Altan remarks that: "It is going to be a challenging two years for me taking over the presidency from Mr. Han Bekke who has led IAF for five years. Especially under COVID circumstances it was difficult for all of our sector to tackle many problems. Under the leadership of Han, we have worked hard to carry the garment industry to a cleaner, greener and more digitalized level. I will take this leadership from where Han left, carrying it further ahead. My new position requires lots of responsibilities, hard work, vision and collaboration".



[36<sup>th</sup> IAF World Fashion Convention](#)  
[7 – 8 November 2021, Antwerp BE](#)  
[\(Organized back-to-back with EURATEX\)](#)  
[9<sup>th</sup> European Textile and Apparel Convention](#)  
[8 – 9 November 2021, Antwerp BE](#)



## EUROPE THE EUROPEAN STRATEGY FOR SUSTAINABLE TEXTILES

“Textiles are the fourth worst pressure category for use of primary raw materials and water (...) and the fifth worst for greenhouse gas emissions. Less than 1% of all textiles in the world are estimated to be recycled into new textiles”, except from Strategy for textiles, European Parliament, 2020.

In 2020, the European Commission implemented a new Action Plan to promote the circular economy, that included the Green Deal for Europe. The textile sector was identified as a priority sector for a transition to more sustainable consumption. To this end, a roadmap was established.

This “EU strategy for sustainable textiles” translates into a roadmap that will facilitate the European Union's transition to a climate-neutral circular economy, in which products will be designed to be more durable, reusable, repairable, recyclable and energy efficient. The goal of this strategy is also to help the textile industry recover from the COVID-19 crisis in a sustainable manner:

- by making it more competitive
- by applying the principles of the circular economy to products, to our consumption, production and management of waste and secondary raw materials (SRM)

- and by directing investments, research and innovation.

The Commission launched a first phase of public consultation on this roadmap from January 1<sup>st</sup>, 2021 to February 2, 2021.

A second phase recently started on May 12, 2021 and will last until August 4, 2021. Its purpose is to allow stakeholders (especially in the textile value chain), public authorities and citizens to voice their opinion before the Commission finalizes its proposal. Note that the Adoption by the European Commission is scheduled for the 3<sup>rd</sup> quarter of 2021.

For more information on the European Commission's ongoing public consultation: [ec.europa.eu/info/law/better-regulation](https://ec.europa.eu/info/law/better-regulation)



## FRANCE THE TRIMAN DECREE IN FRANCE

The publication of the decree is scheduled for the second quarter of 2021, with an entry into force on January 1, 2022. GINETEX is regularly questioned about the imminent entry into force of the new obligations to feature the Triman logo, under the February 10, 2020 law on the circular economy (AGEC) and the fight against waste.

**THE OBLIGATION TO AFFIX THE TRIMAN LOGO IN FRANCE:** As a reminder, the Triman signage is compulsory in France since 2015 on any product for

households placed on the market and is subject to an Extended Producer Responsibility system (Decree n° 2014 - 1577 of 23 December 2014, article L541 -9 -3 paragraph 1 Environmental Code).

Textile products also fall under this rule. Still, the failure to affix this sign on textile products has not been punished yet. As of January 1<sup>st</sup>, 2022, the French AGEC law imposes an obligation to complete this signage with additional information on how and where to drop the waste item that has resulted from sorting. The fine for breaching this rule can reach up to 15,000 euros.

Until December 31, 2021, companies can simply affix the signage without this additional information. Beyond this date, they will be obliged to feature it. Pictogram proposals are currently developed in order to avoid any translation issues.

Under Article L541-9-3 paragraph 2 of the French Environmental Code, the Triman signage must be indicated on the product, on its packaging or, failing that, in other documents that come with the product. Generally speaking, it should feature on the permanent label.

**PUBLICATION OF THE DECREE SCHEDULED FOR THE SECOND QUARTER OF 2021:** The AGEC law specifies that a State Council decree will specify the application conditions of this new requirement as well as the procedures for affixing the Triman signage in France: for instance the obligation – or not – to feature the Triman signage on the textile’s permanent label.

The publication of this decree is expected in the second half of 2021 and should enter into force on January 1, 2022. Professional bodies have notified the Ministry of the need to provide a compliance deadline or a deadline to sell the existing stock.

For more information on the Publication of the decree: [ginetex@ginetex.net](mailto:ginetex@ginetex.net)



## NORTHERN IRELAND – BREXIT THE UKNI MARKING

Resulting from the Brexit, the Northern Ireland Protocol which entered into force on 1<sup>st</sup> January 2021 indicates that Northern Ireland should continue to apply EU customs rules and should continue to follow the single market rules, particularly when it comes to “CE” marking.

The UKNI or UK(NI) marking is a new conformity marking for products placed on the market in Northern Ireland, which have undergone a mandatory conformity assessment by an approved body based in the United Kingdom. Indeed, since January 1<sup>st</sup> 2021, product marketers in Northern Ireland must feature the UKNI or UK(NI) and CE markings if they call upon approved British organisations to carry out the conformity assessment of their products.

The UKNI marking is not compulsory if the marketer certifies the conformity of his products by himself (self-declaration) or if he uses a European Union body to carry out the assessment.

### **TWO ASPECTS NEED TO BE HIGHLIGHTED HOWEVER:**

- 1 For companies in Northern Ireland, in order to smooth the access into the UK market, the UK permits that products which bear the CE and CE & UKNI markings be placed on the UK market without any additional authorizations.
- 2 Products with both UKNI and CE markings cannot be placed on the European Union market, since they need to be manufactured under EU rules and cannot be assessed by a UK based body.





**EURASIAN ECONOMIC UNION  
MANDATORY GLN AND GTIN CODES  
FOR EAC DECLARATION  
OF CONFORMITY**

The ordinance n°478 (July 31<sup>st</sup>, 2020,) in force since January 1<sup>st</sup>, 2021, dictates new rules on the procedure for registering EAC conformity declarations, in particular the obligation to indicate the Global Location Number (GLN) and Global Trade Item (GTIN) for textile products which are manufactured outside the Eurasian Economic Union (Russia, Kazakhstan, Armenia, Belarus and Kyrgyzstan) and which are intended to be marketed in this region.

As a reminder, products intended for sale within the Eurasian Economic Union must undergo conformity assessment procedures, further to the technical regulations in force.

These two codes aim to provide precise product traceability to end users and consumers.

- **The GTIN code** provides product identification. It is a digital representation of a barcode displayed on the packaging, used throughout the life of a product from manufacturing to distribution. This code has been in use since January 1<sup>st</sup>, 2021.

- **The GLN code** helps to identify company locations or spaces that are dedicated to specific functions (factories, companies, head offices). Further to the December 30, 2020 No. 877 Order, the indication of this code remains optional until July 1<sup>st</sup>, 2021. As of July 1<sup>st</sup>, 2021, the Global Location Number code known as “GLN” will have to be displayed, following the EAC declaration of conformity procedure.

These two codes are issued upon membership in the global GS1 standardization organization, designated as the only competent body for issuing these two codes.

To find out more, we suggest that you visit the organization's website [www.GS1.fr](http://www.GS1.fr)



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