

GINETEX



NEWSLETTER

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EU-REGULATION 1007/2011 ON TEXTILE NAMES AND LABELLING: COMMENTS ON THE MEETING HELD ON 21 JUNE 2013 IN BRUSSELS

According to Article 24 of the Regulation 1007/2011 the Commission shall submit a report to the European Parliament and the Council regarding possible new labelling requirements by 30 September 2013.

On June 21st the Commission organised a meeting in Brussels of the Expert Group on Textile Names and Labelling and interested stakeholders in order to discuss the outcome of the Matrix study.

The general conclusion of the Matrix study shows that there is no need for further harmonising or for new labelling requirements, in spite of remarks made by some stakeholders. The study underlines that the ongoing standardisation work is valuable and should be continued. The study noted that consumers would welcome the harmonisation of size labelling.

Some representatives of Member States once again called for a mandatory system for care labelling. However, the results of the study show clearly that the existing care labelling system is working well and provides accurate and reliable information to consumers. The Chairman of the Expert Group is to prepare a draft report on the opinion of the Commission about possible harmonisation of textile labelling. This report will then be submitted to the Parliament and the Council in September.

TRADEMARK CLEVERCARE

Last year GINETEX developed an internationally applicable logo for sustainable care, called “clevercare”, 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 clevercare logo is not a technical symbol but advises consumers to consider a wide range of actions. The clevercare logo is a registered trademark and is the property of GINETEX. All GINETEX licensees can use the clevercare logo for free. The specifications and implementation are given in the Technical Booklet of GINETEX.

The care symbols on a garment provide information on the most severe treatment allowable, one that does not cause irreversible damage to the article during the

care process. The care symbols should refer to the main article and this includes; colour fastness, finishing and accessories (such as buttons and zips). Milder treatments and lower temperatures than indicated on the label are always allowed, if there is no text saying to follow the given temperatures. However, lowering the wash temperature may affect the cleaning result.



FIBRE TABLE

An excellent learning tool for textile companies and schools. (Part of the Leonardo da Vinci-program)

The fibre table is available as a poster in English, German and French. The price per poster is €15. Also a version is offered in Excel to be translated and printed in any language of your choice. For orders or further information please contact christine.forster@ginetex.ch.

NATURAL FIBRE			REGENERATED FIBRE			SYNTHETIC FIBRE												
Wool	Cotton	Wool	Viscose	Lyocell	Acetate	Polyester	Acrylic	Spandex	Modacrylic	Acrylic	Spandex	Modacrylic	Acrylic	Spandex	Modacrylic	Acrylic	Spandex	Modacrylic

CLEVERCARE AND MORE

Clevercare is the clevercare symbol which advises consumers that they can influence the environmental impacts of garment care. The clevercare symbol is not a technical symbol but reminds consumers to consider a wide range of actions.

Also this summer, H&M introduced the first garments with this clevercare label to help consumers caring for their clothes in a conscious way.

The newly designed clevercare-homepage with all relevant information and in many European languages is now online. Have a look at your own country!



APP FOR SMARTPHONES

An App for Android and iPhone was developed to scan and describe care label information of any textile product with the help of a smartphone. This project uses the alphanumeric coding of care symbols to translate the care information into a QR-Code which can be printed on a care label. The user can then take a photo of the QR-Code. Afterwards the software decodes the information and shows the resulting care information.

In the interest of simplicity and good market coverage the two app versions were united in one offer. The Apps are ready in the Play Store respectively in the Appstore under "care symbol" (moma.wv).

By offering the "Care symbols" app GINETEX gives you the opportunity to advertise with banner ads for your business. Your banner is "burned" like a "product branding" into the app.

HOW CAN A COMPANY MAKE BEST USE OF THE BANNER ADVERTISING?

To order the banner advertising, first register at <http://moma-wv.com> by logging in with your e-mail address and password. Then follow these steps:

1. Choose the URL - Upload your individual company logo or any free selectable ad banner which may be linked to your website or online shop
2. Enter the invoice address
3. Check all the information you have entered and accept the general terms and conditions

4. You get a QR code to promote the app to your customers and to allow them to install it

5. GINETEX takes care of the commercial side

6. The banner advertising period can be extended on the above mentioned website.

Optional offer: Buy the Java program "QR-Code generator" to create QR-Code with encoded care symbols. Prices are given on the products page: <http://moma-wv.com/products.php>

INSTALLING THE APP

The consumer installs the full version of the app with the advertising banner simply by scanning the installation QR code.

WHAT IS THE BEST WAY FOR A COMPANY TO PROMOTE THE APP?

You can put the QR code on posters at point of sale in stores, on product packaging, in advertisements, catalogues and other marketing material and you can add them to your website to publicise the app.



A.I.S.E. CAMPAIGN

A.I.S.E. – the International Association for Soaps, Detergents and Maintenance Products – launched a unique, multi-stakeholder, campaign “I prefer 30°” to promote low temperature washing in Europe and help fight climate change. The initiative is in the context of the European Commission’s “a world you like” campaign and is supported and licensed by GINETEX. The campaign is to be rolled out from January to September 2014 for consumers in Belgium, Denmark, France, Italy and the United Kingdom. A.I.S.E. is keen to collaborate with additional institutional partners.

A.I.S.E. 10th Information Day will take place on 3rd December 2013 (2 till 6 pm) in the Diamant Conference Center, Brussels. The theme of the event is “safe use of cleaning products: making the label work and securing consistent consumer communication”. It will be also the occasion to launch the Industry Classification Network (ICN). The full program and registration website is available under www.aise.eu



MEMBERS

The Slovak Republic and Lithuania have now joined GINETEX increasing the number of countries represented to 20.

Austria

Italy

Belgium

Lithuania

Brazil

Netherlands

Czech Republic

Portugal

Denmark

Slovak Republic

Finland

Slovenia

France

Spain

Germany

Switzerland

Great-Britain

Tunisia

Greece

Turkey

ISO TC38 SC2 MEETINGS

In October 2013 there will be a meeting of ISO TC38 SC2 which is the committee that has responsibility for both ISO 3758 and ISO 6330. It is likely that there will be a proposal to revise ISO 6330. At this stage it is thought unlikely that this will impact on ISO 3758. However, several members of GINETEX will be present at the meetings.

CARE LABELLING USA

The Federal Trade Commission (“FTC” or „Commission“) is holding a public roundtable relating to its 20th September 2012 Notice of Proposed Rulemaking (“NPRM”) announcing proposed changes to the Care Labelling Rule. The roundtable will explore issues relating to professional wetcleaning, care symbols, the Rule’s reasonable basis requirements, and other issues raised in comments received in response to the NPRM.

GLOBAL PARTNERS

GINETEX welcomes the following new global partners:

Abercrombie & Fitch Europe SA

A.I.S.E.

Bravado Designs Ltd

GILDAN Activewear SRL

Oakley Inc.

Panasonic Europe GmbH

Taking Shape TS14+

The Jones Apparel Group

VOLCOM SAS



NEWS FROM GINETEX HEADQUARTERS

GOODBYE AGATHE

Agathe Pacard has been the General Secretary of GINETEX since 2008. From the moment she joined she worked hard to expand GINETEX's international network as well as growing the brand awareness of the care labelling system and GINETEX itself. Agathe was very successful in recruiting new Country Members as well as a wide range of new global partners. She introduced the popular GINETEX Newsletter, supervised the trademark registrations and helped promote the new innovations such as the website, app and clevercare symbol.

Agathe Pacard was detached from the Regional Chamber of Commerce and Industry of Paris Ile-de-France. She has joined it back again at the International Direction for the development of enterprises, in charge of European Affairs. GINETEX will miss her very much and wishes her the very best for the future both personally and in her professional career.

HELLO PASCALE

Pascale Florant will be the new General Secretary for COFREET, the French committee for textile care labelling and, therefore, also for GINETEX. She will start to work on 1st September, 2013.

Pascale Florant has an MBA, she is of Belgic origin and has a double nationality of French and Canadian. She has had an international career, having worked for 3Com, Compaq France and EM Lyon Business School. Her last posting was with COSMEBIO, the professional association for ecological and organic cosmetics in France. We welcome Pascale Florant warmly and wish her successful start with GINETEX.



IMPRINT

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