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## UNITED NATIONS' CHARTER FOR CLIMATE



### [GINETEX SIGNED THE UNITED NATIONS' FASHION INDUSTRY CHARTER FOR CLIMATE](#)

GINETEX is proud to announce to its members, licensees and partners that it has recently signed the Fashion Industry Charter for Climate Action. Our international organization has joined the UNFCCC's Fashion for Global Climate Action initiative, calling on the Fashion industry to acknowledge the influence of our industry on climate change and our responsibility to strive towards a neutral climate footprint, for a safer planet.

"We are proud to announce that we have joined the UNFCCC's Fashion for Global Climate Action initiative as a signatory. By signing the Fashion Industry Charter for Climate Action, we continue our commitment to make consumers and brands aware of the changes necessary to decrease the impact of the textile and Fashion industry on the environment", indicates Michael Hillmose, President of GINETEX.

Over the years, GINETEX has continuously invested in the promotion of eco-care through its "clevercare.info" initiative. The aim of this initiative is to advise consumers on their garment and textile care habits in order to minimize their environmental impact. All it takes is to carefully follow the care symbols featured on a textile label.

Many of our member companies have already started to use the clevercare logo on their care labels and are developing consumer worldwide communications.

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Within the life cycle  
of a textile product, textile care represents  
up to 40% of its environmental impact.  
Consumers can act today by adopting simple  
and easy day-to-day habits!

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The Fashion for Global Climate Action initiative calls on the Fashion industry to acknowledge the influence of this sector on climate change and our responsibility to strive towards climate neutrality for a safer planet.

Today, an increasing number of apparel companies agree that consumers expect them to communicate on how to care for their textiles in order to keep them in good shape and longer, but also because they are now willing to change their day-to-day habits in order to protect our planet.

As the International Association for Textile Care Labelling, GINETEX closely follows the environmental impact of textile care on our planet and is currently investing in a worldwide communications campaign to promote eco-care, through its "clevercare.info" initiative.

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Through collective action,  
we believe we have the power to make  
a much-needed fast and drastic transformation.  
By signing the Charter, we have demonstrated  
our commitment to playing our part  
to ensure the fashion sector is paving the  
way for a low-carbon future.

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## CLEVERCARE BLOWS ITS 5<sup>TH</sup> CANDLE!



This year, GINETEX is proud to celebrate the 5<sup>th</sup> anniversary of its "clevercare.info" initiative. Launched in 2014 in Copenhagen, the "clevercare.info" logo has been adopted by more than 60 fashion brands internationally, as part of their commitment to greener textile care strategies, encouraging their consumers to act greener when caring for their textiles.

Around the world, preserving our natural resources and our environment has become a crucial issue. As the risks associated with climate change become clearer every day, all industries must share the responsibility of limiting their footprint and must take action and drive initiatives that promote sustainability

and drastically change their habits and practices. 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 impact, and how can we actively encourage textile product consumers to participate in this change?

GINETEX, the International Association for Textile Care Labelling, has been committed to sustainable practices in textile care for years, using its iconic five care symbols. Used primarily as consumer-oriented information on how to care for their textiles and clothing,

the symbols have become increasingly useful to convey information on sustainable textile care practices.

Five years ago, GINETEX took a step further and launched its “clevercare.info” initiative. “clevercare.info” is a logo increasingly used by the largest fashion brands around the world who print it on their labels. Alongside the logo is a website for information on how to care for textile products in a more sustainable way. It suggests care practices that are easily applicable in our daily lives, that ensure that our fabrics are taken care of in the best possible manner.

When looking at the entire lifespan of a textile product, caring for the product represents up to 40% of its environmental impact. This significant amount explains

why GINETEX chose to work with key actors in the textile and fashion industry, to raise consumers' awareness on the matter and encourage sustainable practices. GINETEX is also committed to raising the issue at an institutional level and across the industry, in order to find solutions for the future – as soon as today!



## GINETEX @ INTERNATIONAL CONFERENCES



### THE 22<sup>ND</sup> EUROPEAN FORUM ON ECO-INNOVATION IN VIENNA, AUSTRIA.

The European Commission recently held its 22<sup>nd</sup> Forum on Eco-innovation: “Closing the loop – delivering circularity in the textile sector”. This highly successful event gathered 36 speakers and case study presenters and an extensive audience – most came from the private sector such as retailers, producers and waste management companies specialised in textiles, but also institutions and organisations from the textile and apparel industries.

Participants attended the event to share innovative and sustainable solutions/projects to build up a circular economy for the textile industry. Among other objectives, the forum's organizers developed a set of practical recommendations on priority issues and measures that the EU Commission and member countries should address to facilitate circularity in the textile market. These will be included in a comprehensive conference report to be released shortly. The messages from the

forum will directly feed into the proposals that the European Commission will develop for further actions on the circular economy.

Speakers addressed different subjects such as: Making Fashion circular, What policy for circular fashion, Innovations in textile recycling: challenges and opportunities, Circular design, towards a zero waste textile industry, Fashion repair services, Shifting the fashion industry to a circular system, a Fashion library, Recycling services, Recycling fiber solutions, etc. Pascale Florant, Secretary General of GINETEX was invited to present the “clevercare.info” initiative as a worldwide, entirely consumer-oriented eco-care initiative.

To sum-up, very important issues were raised among which: the need for government involvement, encouraging an efficient use of resources, achieving changes in consumer behavior as a vital prerequisite, encouraging the development of new business models (reuse, repair, leasing, renting, etc.) developing and enabling waste management, addressing chemical waste, taking into consideration the gap between Europe and the rest of the world and encouraging investments in Eco-innovation through public and private financing (targeting SMEs).

## EUROPEANS AND TEXTILE CARE LABELLING



### EUROPEAN MARKET RESEARCH ON TEXTILE CARE LABELLING.

In partnership with IPSOS, GINETEX will be conducting this year, its 2<sup>nd</sup> European study: "Europeans and textile care labelling".



For the second time, GINETEX called upon the French market research company IPSOS, to evaluate the behavior of European Consumers with regards to textile product labels, care symbols and the European households' habits and behaviors regarding textile care. This study, which will be carried out over June and July 2019, will combine the results of seven different countries, gathered from a sample of 7,000 people in Germany, United Kingdom, France, Italy, the Czech Republic, Spain and Sweden.

The results should be published in autumn, and will be reported in our next GINETEX newsletter N° 19 in December.

## ISO 3758:2012 REVISION UPDATE



### ONCE MORE, INTERNATIONAL EXPERTS MET UP IN PARIS LAST MAY, TO CONTINUE THEIR DISCUSSIONS CONCERNING THE IMPORTANT ISSUES RAISED BY THE REVISION OF THE ISO 3758 STANDARD.

Twenty-five experts from all around the world take part in this revision, including representatives of GINETEX national members who work within their respective national normalisation offices.

Part of the revision concerns: new solvents and how to integrate them within the existing professional cleaning symbols (based on the ISO 3175 testing methods),

recommendations on how to iron without using steam, and other amendments on the standard text itself.

The next step is planned for October 15<sup>th</sup> 2019, before DIS of it should be sent out.





## **PPE ( PERSONAL PROTECTIVE EQUIPMENT ) PRODUCT REGULATIONS:** Textile products intended for private use when UV protection is claimed.

Since April 21<sup>st</sup> 2019, anti-UV mass-market items are likely to fall within the scope of the PPE Regulation (2016/425 Regulation on personal protective equipment, dated March 9<sup>th</sup>, 2016). More specifically, this implies an obligation to affix a “CE” marking on the given item, to demonstrate that the expected compliance requirements are met.

However, in order for the PPE Regulation to apply to mass-market anti-UV products, and for the “CE” marking to become mandatory, the given anti-UV product must feature a specific claim.

For these anti-UV effect consumer textile products, it is the marketing allegation criterion that will determine whether the EPI regulation applies or not.

This means that an item that has anti-UV properties according to EN 13758, but does not present an “anti-UV” claim, does not have to use the CE mark. Conversely, if the item presents an anti-UV claim, the product will have to include the CE marking.

Please note that this concerns products that have been placed on the market since April 21<sup>st</sup>. This does not apply to products already in stores and in stock before April 21<sup>st</sup>, 2019.

## **ANDEAN COMMUNITY – NEW TECHNICAL REGULATIONS:** The Andean Community (Bolivia, Colombia, Ecuador and Peru) has proposed a technical regulation on labelling for clothes (SG/Dt-CAC.2012.01 - Version 2019.02.11).

The current version of the regulation project specifies the minimum information requirements for labels on clothing, accessories and home textile products. According to this project, the labels must include at least the following information:

- Composition
- Care and labelling instructions, in accordance with the provisions of ISO 3758:2012
- Identification of the manufacturer or importer, including tax identification or other records required for the marketing of the product in the country of destination (the inclusion of trademarks and logos does not replace the identification of the manufacturer or the importer)
- Country of origin
- Size or dimensions

In addition, this draft regulation specifies that the information provided for the identification of the manufacturer or importer and the size or dimensions of the item may be labelled on a non-permanent label. The rest of the contents however, must be labelled on permanent labels. The following are also specified in the Regulation Project:

- The information may be presented on one or more labels and must be in Spanish (other languages may appear on the label).
- Dimensions must be expressed using the International System of Units of Measurement (SI), and sizes must be in alphabetical or numeric form, or both.
- Any additional or special information provided to the consumer or the user must not cover or distort the minimum mandatory information.
- Labels cannot be corrected by overlaying the required information.

This technical regulation on labelling of clothing has not been published yet. It will enter into force 18 months after its publication in the Official Journal.

Moreover, the provisions of this project do not seem to oppose the provisions of the 1007/2011 European Regulation.



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