



NEWSLETTER

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GINETEX SUPPORTS THE INDUSTRY

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GINETEX SUPPORTS THE INDUSTRY

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- PRESIDENT -



The past few months have been hugely challenging on such a wide number of levels. The terrible cost in lives, the huge efforts made by doctors, nurses and other frontline workers and coping with lockdown from a personal and work perspective. The fashion and textile industry has been very badly hit by the virus, global supply chains stopped overnight, most shops were forced to close leaving mountains of unsold stock leaving manufacturers, brands and retailers alike in very difficult circumstances.

However, the pandemic has also seen communities come together in a way that hasn't been seen in a generation. Manufacturers turned their production over to PPE, volunteers started to make 'scrubs' for doctors and nurses, and governments and hospitals have started to work with local businesses.

The virus has also given us a chance to reflect on what is important. Like many people I spent much of lockdown talking to friends and family more than I used to, I was lucky and also managed to spend more time cooking, reading and watching theatre online. But I also completely changed my wardrobe during lockdown. I haven't worn business attire since the end of March but that has meant that I haven't sent my shirts to the

cleaners or my suits to the dry cleaners. Instead I've had a chance to do my laundry 'properly'. I've separated my laundry, washed whites at the appropriate temperature and have used natural drying wherever possible. And that means I've looked at a lot of care labels. The information provided by the GINETEX labelling system is incredibly useful. It can help prolong the life of a garment, and following the tips on clevercare.info can help us all reduce our impact on the planet.

This change in my personal behaviour is only a tiny insignificant thing. But, as consumer, if we all changed our behaviour think what we could achieve.

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Many things will be different for the next few years but some of the changes have been positive and we will have to work hard not to forget that.

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More than ever, GINETEX and all its national committees are on your side and fully committed to support your company in textile care labelling and sustainable strategy to go forward in this new perspective.

HOW TO LABEL A FABRIC FACE MASK DURING THE COVID-19 PERIOD



Today, in addition to respecting all social distancing rules, it has become increasingly clear for most of governments and health organisations that wearing a face mask is key to limit the spread of the virus. As a result, everywhere around the world, fabric face masks are produced, both by individuals and textile manufacturers. But how should a fabric face mask be labelled?



— **Drying:** A mild drying process at 60°C minimum in a dryer (delicate cycle) should be used. Or natural drying in a clean and ventilated area.

— **Ironing:** Ironing must be at a minimum sole temperature of 110°C, without steam. However, a higher temperature up to 150°C is also allowed.

— **Professional cleaning:** Professional dry cleaning is not allowed. But a normal professional wet cleaning process is permitted.

Textile brands are encouraged to provide their own recommendations on how to care for the product. This may vary slightly, depending on the composition of the face mask itself and when considering respective national regulations on textile care of face masks.

GINETEX recognizes the key role of the textile and apparel industry in producing face masks to ease the current crisis and will continue to support the industry throughout this difficult period.

Textile care labelling symbols are a **GINETEX** registered trademark. Their use by textile and apparel brands requires an annual agreement and contribution to **GINETEX**.

— **Washing:** Recommend a 60°C washing machine programme that lasts at least 30 minutes, with a normal process and a regular laundry detergent.

— **Bleaching:** Bleaching products, like chlorine and oxygen bleach, may be recommended. However, please note that bleaching may damage the mask faster: the colour, the quality of the elastic band or the textile material.

FOCUS ON CLEVERCARE.INFO



Launched in 2014 to raise awareness on sustainable textile care, the clevercare.info initiative counts more than 70 ambassadors around the world today. Committed to acting for a better planet, 72 brands are already following the initiative to inform consumers about what they can do on a day-to-day basis to decrease the environmental impact of textile care.

The project, easily identified by a logo on an apparel/textile label, is linked to the end-consumer website which unveils tips on how to better care for their textile items. This initiative aims at encouraging your consumers to decrease their environmental footprint in terms of textile care by decreasing for instance their energy waste and pollution, while increasing the lifespan of their textile products.

For more information on clevercare.info, please contact us at ginetex@ginetex.net.



AN UPDATE ON GINETEX PARTNERS



All around the world, **GINETEX** works and shares its expertise on textile care labelling subjects including innovation, within a large network of partners. Our partnerships benefit companies and end-consumers alike.

[A.I.S.E. HAS RE-LAUNCHED ITS WEBSITE; SAFETY AND SUSTAINABILITY ARE ITS MAIN PRIORITIES](#)

Based in Brussels, A.I.S.E (the International Association for Soaps, Detergents and Maintenance products) has re-launched its consumer website last February. Since 2008, cleanright.eu is the official website portal of the detergents and maintenance products' industry. Its aim is to inform end-consumers on how they can

use these products at home – safely and sustainably. cleanright.eu appears on billions of products' packs across Europe, especially on laundry soap packaging to explain how to wash textiles products.

Written by industry experts for consumers, this trustworthy online resource on proper housekeeping and cleaning offers comprehensive information on detergents and maintenance products, together with practical and sound advice on how to use them safely and

sustainably. cleanright.eu's content is divided into four main chapters which provide relevant and useful advice on: Cleanliness & hygiene, Safe use, Sustainable cleaning, Reading the label.

"Today, since consumers always head for online information and find themselves exposed to many different sources, we want to make sure that cleanright.eu offers a user-friendly, official, sound and scientifically-based source of information on cleanliness and hygiene, for all." says Arndt Scheidgen, A.I.S.E. President.

GINETEX INVITES YOU TO A SPECIAL VISIT OF THE LAUNDRY ROOM: Over 98 million wash-loads are put on every day in households across Europe. By introducing small changes to your laundry habits, you can optimize your water, energy and detergent consumption and continue to enjoy clean clothes and fresh and easy laundry.

MORE ADVICE AND TIPS
ON CLEANING, SUSTAINABILITY
AND INFECTION!

cleanright.eu/en/laundry-room



CHARTER FOR SUSTAINABLE CLEANING 2020 AND REVISION. A.I.S.E. hosted its first symposium on its Charter for Sustainable Cleaning 2020+ in Brussels on February 12, 2020. Gathering more than 80 representatives from the detergent industry as well as value chain partners and policy makers, the event celebrated the marketing of products which comply with the detergent industry's new sustainability standards in several countries in Europe. These products feature the new Charter logos on their packaging.



The Charter for Sustainable Cleaning was initiated in 2005, revised in 2010 and has recently been upgraded to fit more complete and relevant requirements. It is consistent with the latest EU Green Deal, EU circular economy and plastics policy, climate change priorities and global policy expectations.

GINETEX acknowledges this revision of the Charter for Sustainable Cleaning 2020+ by A.I.S.E.. The revision highly contributes to the effort of our clevercare.info initiative to make the textile care processes cleaner, to preserve the quality of textile products, increase the lifespan of clothes while also caring for our planet. Circular economy is essential.

Together, we can all contribute to changing the way we source, produce, design and consume!

FOR PRESS RELEASES
AND VIDEOS

ginetex.net/article/GB/the-charter-for-sustainable-cleaning

GINETEX NOW MEMBER OF EURATEX

GINETEX approached EURATEX’s new president, M. Dick Vantghem, at the end of last year. Both organisations shared their views and strategies on the European textile and apparel market and agreed that it would be profitable to share their expertise and values. GINETEX signed a membership agreement with EURATEX, thereby formalizing their joint partnership for the benefit of all their respective members.

Last spring, EURATEX welcomed GINETEX on board as a new member. The International Association for textile care labelling will participate to their General Director meeting and to different working groups with other European experts on subjects such as the circular economy, sustainability, trade & Industry subjects, etc.

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“GINETEX is looking forward to contributing to EURATEX’s priorities for Europe; we will bring over 50 years of international expertise in textile care labelling and sustainable textile care for the benefit of the industry and consumers.”
Pascale Florant, General Secretary of GINETEX.

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“I would like to welcome GINETEX to the EURATEX family. Its work on textile care labelling contributes to more transparency for apparel products: a perfect match with EURATEX values.”
Dirk Vantghem, Director General of EURATEX.

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The GINETEX membership was approved by the EURATEX General Assembly held on 26 June.

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THE EUROPEAN TEXTILE AND CLOTHING INDUSTRY PRESENTS ITS STRATEGY FOR THE FUTURE



EURATEX GENERAL ASSEMBLY – BRUSSELS, 26 JUNE 2020. The European textile and clothing industry is ready to transform the crisis into an opportunity, and become more digital, sustainable and agile. Endorsed by the last EURATEX General Assembly that took place on 26 June 2020, the renewal will be driven by the “strategy for recovery from the COVID-19 era” together with five flagship initiatives in critical areas. To guide the sector towards its renaissance, the EURATEX General Assembly re-elected Alberto Paccanelli as President.



European textiles and clothing companies proved to be essential to managing the pandemic, as a great number converted to or increased the production of PPE. But this strategic role goes beyond the past

events, as, without textile materials, no cars, clothes, machines or buildings can be built. The last months highlighted then the necessity for the whole sector and its value chain to undergo a renewal process and enter the future more competitive and greener. The textile industry is ready for this challenge and developed a recovery strategy.

“This crisis showed the importance of our industry and now, more than ever, it’s essential to develop the competitiveness of the European ecosystem. The “EU Next Generation” package can play an important role and support the textile and clothing industry in its renaissance”, said Alberto Paccanelli, who was re-elected as EURATEX President.



INTERNATIONAL REGULATIONS



NATURAL MATERIALS: BAMBOO FIBRES – LABELLING

The labelling of a textile product is regulated by the European regulation 1007/2011 dated September 27, 2011. It applies to any product which weight counts at least 80% textile fibres (article 2). According to this text, the label featuring its composition should only list the regulatory names included in Appendix I.

When it comes to bamboo – depending on how it is processed – there are two labelling options:

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- If its fibres come from the bamboo’s phloem or from dried and cut pieces of the plant, the label can say “bamboo fibre” – but this remains very rare.

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- If its fibres are made from cellulose and transformed by the “viscose” or “lyocell” processes, the labels must say “viscose” or “lyocell” (without specifying its origin). This is because when an analysis of viscose fibre is carried out subsequently, it is not possible to determine the

origin of the corresponding plant. In this case, if the label were to say “X% bamboo”, it would be considered misleading for the consumer and therefore prohibited.

We therefore recommend that you contact your supplier in order to be able to deliver all the necessary information on the material, in particular the fibre’s origin and the process that has been used.

WHY USING BAMBOO FIBRES?

Bamboo is a remarkable and highly versatile natural resource. For many centuries it has been utilised in Asia in a range of uses, including textiles. Bamboo is a wonderful, green resource that is hugely beneficial both to the way we want to live our lives today and to the environment: it is sustainable, eco-friendly and biodegradable.

EUROPEAN PRODUCT ENVIRONMENT FOOTPRINT PROJECT AND CIRCULAR ECONOMY INITIATIVE



THE EUROPEAN COMMISSION PURSUES ITS WORK ON ITS APPAREL AND FOOTWEAR ENVIRONMENTAL FOOTPRINT (PEF) PROJECT

This strategic project, initiated by the European Commission, aims at defining the rules for calculating the environmental footprint of the clothing and footwear industries (CO2 emissions, land use, fresh water eutrophication, water consumption etc.). Indeed, labelling of environmental information will most likely be mandatory in Europe on textile/footwear products, within 3 to 5 years. The rules used as a reference for calculating this impact for all sector companies will be those defined by the PEF Apparel & Footwear project.

Given this European initiative, for GINETEX it makes sense to also consider the environmental impact of caring for a textile product. The use of water, electricity and any other energy involved in the textile care process also need to be considered when we look at the environmental impact of the product as a whole. A textile product that is well cared for also benefits from a longer lifespan, a potential second life and even recycling! Backed by its rewarding experience with its clevercare.info initiative which raises consumers' awareness about these environmental aspects and the durability of the product, GINETEX continues to make its voice heard within this European initiative.

The European Commission has launched a call for projects and invites companies to widely participate.

FRENCH EXPERIMENTATION ON ENVIRONMENTAL LABELLING

The French experiment with textile labelling is also in line with the Apparel and Footprint Product Environmental Footprint (PEF) project. According to the French law (n°2010-105)'s 15th article on waste reduction and circular economy, published on February 10th by the French Environmental and Social Transition Ministry, the experiment was officially inaugurated by the French Secretary of State Brune Poirson, on February 11th, 2020.

This law counts new obligations including rules on consumer information, waste reduction and also on the governance of eco-organizations. In addition, it extends the responsibility of textile, footwear and household linen producers.

Details, both legal and technical, will be provided by application decrees which should be published in the course of 2020.

Why should environmental information be displayed? In order to:

- Inform consumers on the environmental impact of products/services when they purchase them
- Raise awareness about Responsible Consumption
- Encourage producers/distributors to improve the environmental performance of their products/services.
- Promote sustainable production

Calculated over the entire lifecycle of the product/service and displayed via an "ABCDE" score logo on the product (whether in shelving or on the internet), this score represents a simple visual benchmark for consumers (the logo is a registered trademark).

For more information please contact us at ginetex@ginetex.net.



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