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Laundry: How washing machine programs affect electricity consumption

[GINETEX unveils the findings of a study conducted by Testex, an independent laboratory, which specializes in textile analysis and certification. Tips, best practices, and beliefs: what are the most energy-efficient washing machine cycles and how can we adapt them to our daily lives?](#)

Try to wash with lowest temperature which still ensures a satisfactory result (1 wash cycle is always preferred to 2 wash cycles).

Reducing the washing temperature from 40 °C to 30 °C may serve approximately 30 % of the consumed energy.

Always use the entire load capacity of the washing machine in use.

A quick wash cycle may serve another 20% of the energy consumption, especially when used at lower temperature.

The use of washing temperatures higher than 40 °C may help to remove difficult stains but lead to significant higher energy consumption (60 °C: +50%; 90 °C: more than double of the energy used. They are therefore recommended for dirty textiles if authorized by the label.

Controlling energy consumption is at the heart of today's economic and environmental concerns. Under the light of the forecasted energy shortage in the coming winter, the topic of energy saving has even got another importance. The textile and clothing industry is also affected. Laundry represents up to 40% of a textile's environmental impact over its lifecycle. **GINETEX** raises awareness about responsible textile care among professionals and consumers,

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with a special focus on eco-friendly actions under the [clevercare.info](#) initiative. While energy sobriety is generally highly advised, **GINETEX** wanted to go a step further by studying the true impact of the different stages of textile washing on electricity consumption. It now unveils the main indicators on the potential savings gained when using the right habits and washing routines.

“Machine washing – an essential process in textile care – requires the use of resources, especially energy, that needs to be used with reason, considering today's economic and climatic issues” comments Alejandro Laquidain, President of **GINETEX**. “We therefore wanted to learn more on washing machines' electricity consumption, in order to recommend the programs that best meet these energy saving requirements, while still preserving quality and lifespan of textiles.

For more information www.ginetex.net



Jeans, the star garment of our consumers' closets

Jeans – a mythical garment and a “closet must” – can be seen on catwalks or worn by just about anyone on the street. It dresses all silhouettes and finds its place in both women’s and men’s wardrobes. Available in several colours and cuts, jeans remain the best-selling garment, with 73 pairs sold every second in the world.

Jeans became popular in the 1850s, with Levis’ famous 501 model. But the creation of this garment dates back to the 16th century.

Falsely, “jeans” are often referred to as a fashion item. This multipurpose word is used to describe the famous pair of blue pants, but this use really outshines its essential meaning: its fabric. Indeed, what we commonly call “jeans” happens to be a fabric (denim), which differs from the actual jeans “garment”.



To prevent the initial colour of the jeans from bleeding, they must be soaked for one hour before the first wash, in a bath of lukewarm water (2 litres) with a half cup of white vinegar.

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HOW TO WASH YOUR JEANS PROPERLY:

Before washing, look for instructions on your jeans’ textile care label.

Turn your jeans inside-out before putting them in the washing machine, to avoid white streaks.

Wash your jeans in almost cold water.

Do not leave them in the drier for too long (15 minutes maximum).

Finish drying your jeans by hanging them on a special trouser hanger.

GINETEX Partners’ Meetings

PARTNERS’ ACTIVITIES

IAF

37th World Fashion Convention



[The International Apparel Federation \(IAF\)’s 37th World Fashion Convention co-organized with BGMEA and BKMEA took place last November in Dhaka, Bangladesh. The event brought together a strong mix of international visitors and Bangladeshi manufacturing leaders. Bangladesh is one of the leading apparel manufacturing centres of the world.](#)

In his speech, IAF President, Cem Altan drew attention to IAF collaboration with Bangladesh and stated that “Manufacturers

must always be included when designing solutions for the apparel industry problems. This is now recognized by buyers and international organisations.” One of the main subjects raised and discussed was the supply chain evolving in a darkening economy context as manufacturers have to deal with reduced consumer demand, and feel the squeeze from higher costs and lower demand due to raising inflation. In this context, the harder thing is to connect supply to demand. IAF believes that, in general, better collaboration between manufacturers and brands may help transforming the global fashion industry’s future.

IAF will stand by its members in the coming year that will undoubtedly throw many challenges.

IAF next Spring Meeting will take place in Mumbai end of April, and its 38th IAF World Fashion Convention in Philadelphia in October 21 – 25 2023.

EURATEX

Convention successfully concluded in Porto last October!



[European textile industry needs to prepare for a paradigm shift, and become global leader in sustainable textiles.](#)

October 13 – 15 in Porto (PRT), **GINETEX** and some of its national committees at-

tended the annual EURATEX Convention organized this year addressing the theme “Sustainability meets Competitiveness: How to Square the Circle?”

Nearly 250 entrepreneurs from all over Europe were attending the Convention. They discussed the current challenges of the European textile industry and set the grounds for a bright future, based on some strong foundations: innovation, creativity, quality and sustainability.

In his keynote speech, Mr. Pedro Siza Vieira, Former Minister for the Economy and Digital

Transition of Portugal, assessed the geopolitical and macroeconomics changes, and how this will impact on the future of the textile industry.

Different CEO panels and workshops addressed the theme of How to Measure and Communicate about Sustainability, focused on the challenges to translate “sustainability” towards the consumers, discussing Financing Sustainability, looked at the cost of sustainable investments, and how this cost should be managed within the entire supply chain, including the brands and retailers, as well addressing the themes of Extended

Producer Responsibility (EPR) in Textiles, Digital Product Passport (DPP), Recycling Textile Waste and Labelling Textiles (Product Environmental Footprint).

Dirk Vantyghem, the Director General of EURATEX, indicated: “to prepare for a brighter future requires a new regulatory framework, where quality and durability become the norm, where transparency and sustainability is rewarded. The EU Textile Strategy aims at creating such a framework, which must be fair and balanced, and requires a close and constant dialogue between the regulator and the industry.”

Regulation update

INTERNATIONAL REGULATION

GINETEX presents here a resume of each main regulation updates since June 2022.

@ GINETEX licensees: to receive the longer version of this update, or if you have other regulation or legal questions, please contact ginetex@ginetex.net



GERMANY New law on packaging

The new version of the law Packaging Act (verpackG) was passed definitively on May 28, 2021. Several obligations included in this new text have entered into force since July 1, 2022.

Any company that places packaged goods on the German market for commercial purposes, must be listed in the LUCID packaging register from the date of the law's entry into force. The obligation applies to all types of packaging.



TURKEY Use of the Expression of “Türkiye” as a Trademark

In the Presidential Decree No. 2021/24 in force since 04 December 2021, the Directorate General for Safety and Inspection of Turkish Products imposes the obligation to use the trademark “Türkiye” in place of the words “Turkey” in English, “Turkei” in German, or “Turquie” in French, particularly in regards to textile labelling. This change has been effective since May 26, 2022. Therefore, the name to be affixed on labels must be only “Türkiye”, like the following examples:

- > Made in Türkiye
- > Fabriqu  en T rkiye
- > Hecho in T rkiye
- > T rkiye'de yapıldı

In conclusion, it should be considered that in all countries, at the exception of the United States where the customs authorities still require the affixing of «Made in Turkey», the name «T rkiye» should be used.



UNITED KINGDOM UKCA marking update

On 14 November, the UK Government announced that the deadline for when businesses need to use the UKCA marking has been extended. Therefore, the CE marking and the reversed epsilon marking can continue to be placed on the Great Britain market until 31 December 2024.

If a product has been placed on the GB market with a CE mark before 31 December 2024, it does not need to be remarked or recertified to UKCA requirements and can continue to circulate on the GB market until it reaches the end user. This also includes cases where the CE marked product was conformity assessed and certified under EU conformity assessment procedures before 31 December 2024. The UK government also intends to introduce legislation enabling the UKCA marking to be placed on a label affixed to the product or on a document accompanying the product until 31 December 2027.

↳ For more information www.gov.uk



FRANCE

Obligation to disclose environmental information and characteristics

From January 1, 2023, manufacturers, importers or marketers of specific textile clothing, household linen and footwear (TCF) products will have to provide consumers with information on their products' environmental qualities and characteristics. As a reminder, Decree No. 2022-748 of 29 April 2022 defines the terms of application of Article 13-1 of the AGECE law.

Who is concerned by this information obligation? Producers, importers, or any other marketers (except for exclusive distributors and those who do not market under their own brands) who meet the two following cumulative conditions:

- > Achieves an **annual turnover > €10 million** for TCF products placed on the market in France.
- > Places **at least 10,000 units of TCF** products on the national market per year.

The following products are concerned: Textile clothing products, household linen and footwear, intended for consumers (B2C), placed on the national market from January 1, 2023. Second-hand products and those intended for professionals (B2B) are not concerned.



[For more information ginetex@ginetex.net](mailto:ginetex@ginetex.net)



USA

The FTC considers revising the green guides

The Federal Trade Commission (FTC) has announced that it will revise its guides for companies – including the Green Guides – to help marketers ensure that their products' environmental claims are "truthful and not misleading", and to provide companies with the general principles that apply to environmental claims. The document was last revised in 2012.

The sections on general environmental benefits ("compostable", "degradable", "ozone", "recyclable" and "recycled content") were amended, and new sections on carbon offsets, certifications, prohibited claims, toxicity

claims, renewable energy claims and renewable materials claims were added.



MEXICO

New labelling regulations from January 1, 2023

The NOM-004-SE-2021 standard will come into effect on January 1, 2023. It significantly modifies the labelling rules for clothing, textile products, household linen and consumer accessories. The amendments mainly apply to:

- > **The country of origin.** The use of some abbreviations is allowed.
- > **The marketer's contact details.** The affixing of the RFC number (Federal Register of Taxpayers) is required.
- > **The composition.** The rules on different elements of the composition are modified.

In addition, the new standard introduces new labelling requirements for personal protective equipment (PPE).



[For more information ginetex@ginetex.net](mailto:ginetex@ginetex.net)

GINETEX General Assembly

[This year, GINETEX hold its General Assembly on November 8, 2022, in Barcelona, hosted by Consejo Intertextil Español, its national committee in Spain.](#)

Alejandro Laquidain, GINETEX's current President, explained that today our industries are experiencing digital, sustainability and energy transitions. We all have to adapt to evolve within this moving environment.

GINETEX will do the best in its field of competence to provide support to its members and licensees. Our International Association will continue working on textile care, providing the value that consumers need and seek. We are fully committed to improving sustainability both at a European and a glob-

al level, and work hand-on-hand with international and EU organisations, our partners and our supporting laboratories. In this sense, we continue to bet clearly and forcefully with initiatives that contribute to this transition: our strong participation in the revision of the ISO 3758 standard, our clevercare initiative or our laboratory tests to be able to measure and know the consumption of energy, water and laundry soap that help end consumers to improve textile care.

We continue to invest in our Ipsos barometer, and our new and coming clevercare website should help our worldwide licensees to invest end consumer communication on textile eco-caring and product durability. We are immersed in a vertiginous technolo-

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gical evolution and the digital product label will mark a before and after period within the textile sector. For this, our contribution and collaboration with the European Commission is fundamental.

Next year, GINETEX will celebrate its 60th anniversary. Sixty years that companies and consumers are relying on our textile care labelling symbols worldwide! GINETEX still has a long journey ahead of himself! The General Assembly was an opportunity for GINETEX to thank all its partners for their close cooperation over this past year. All agreed that teamwork, hand in hand with our international partners creates great value. This General Assembly also marked the end of Alejandro Laquidain's presidency.

Mr. Thomas Lange becomes President of GINETEX

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[At this General Assembly, Thomas Lange, 59 years, was unanimously elected and appointed President of the International Association for Textile Care Labelling, and will be taking his new responsibilities on January 1st, 2023. He succeeds Alejandro Laquidain who will become Vice-President of GINETEX.](#)

Lawyer at the bar of the city of Cologne since 1994, Thomas Lange is the CEO of the GermanFashion association in 2003.

“I am honored to continue the remarkable work of my predecessors. The textile industry is particularly concerned by sustainability issues, as I have witnessed in my role as CEO of GermanFashion, the association representing German fashion companies. GINETEX is making great strides on these issues, particularly through its clevercare. info initiative and its MY CARE LABEL application, but also more recently, with its study on energy savings in textile washing

programs. I look forward to continuing this work over the next two years as President of GINETEX” says Thomas Lange.

Thomas Lange will be president of GINETEX for a mandate of two years.

↳ [For more information www.ginetex.net](http://www.ginetex.net)

A new board has been elected for 2023 – 2025

| | |
|-------------------------------|---|
| President | Thomas Lange, CEO of GermanFashion Association, Germany |
| Vice President | Alejandro Laquidain, International Relations of Consejo Intertexil Español, Spain |
| Treasurer | Rolf Langenegger, President of GINETEX Switzerland |
| Secretary General | Pascale Florant, Secretary General of COFREET, France |
| Technical Committee, Chairman | Jean-Pierre Haug, COO of Testex, Switzerland |
| Legal Committee, Chairman | Danila Passantino, Lawyer at Confindustria Moda, Italy |
| Honorary President | François-Marie Grau, President of COFREET, France |

PRESIDENT

Alejandro Laquidain, ES

GENERAL SECRETARY

Pascale Florant, FR

TREASURER

Rolf Langenegger, CH

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