

PRESENTING LABELTALK



Revealing Answers
To The Questions
Apparel/Textile Pros
Most Often Ask About
**GOVERNMENT
CARE LABEL
REGULATIONS**



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TEXTILE INDUSTRY AFFAIRS

Why do I need care labels?

You need care labels because:

- (1) Shoppers *actually use them* when making purchase decisions,
- (2) The Federal Trade Commission *requires them*, and (3) They can be *smart marketing tools* (more about that later).



What do I have to do?

The FTC requires you to provide accurate care instructions for the regular care of the garment, and that you have a "reasonable basis" for each instruction. They must be easily accessible at the point of purchase, permanently attached and legible for the life of the garment.

The good news is that shoppers are looking for care instructions. Clearly displaying them helps your product stand out.

What is the most important information to include on my care label?

Consumers are looking for easy care. That's why 83% of them read care labels before making a purchase decision. The Care Label Rule requires that you provide instructions for washing, bleaching and drying; or for drycleaning. You can satisfy these basic requirements and give the consumer the easy care they want.

Your care labels become marketing tools when they help sell your product thanks to easy care instructions. The most important easy care instructions are machine washing, an affirmative instruction for some type of bleach and machine drying. Avoid "Do not..." instructions. Consumers see them as contrary to easy care.

Sounds like I'll need a very large care label to tell my customers what they need to know. How can I write the label clearly and concisely?

A You can say it all with a few simple instructions. For example:

"Machine Wash. Non-Chlorine Bleach. Tumble Dry." Your test results may require that you provide more, like "Machine Wash, Warm", or Tumble Dry, Low", but affirmative and accurate instructions need not be cumbersome.



Okay, I like the washability factor but we have always felt safer saying, "Do not bleach". Should we do this?

A No. The federal guidelines are quite specific on this issue. If the consumer can safely use a method to care for their clothes, then you can not restrict them. And why would you? The reality is that if a garment is safe in detergent, it is safe in non-chlorine (color-safe) bleach.

Bleach is in 90% of all households in the U.S. Consumers obviously want the stain removing and brightening features it provides. Why risk FTC violation and worst yet, offend your customer with the negative "Do not...". Textile Industry Affairs can provide you with all the assistance you need to assure accurate and affirmative care instructions.

Do my garment tests satisfy the "reasonable basis" requirements of the FTC regulations?

A Your own test results do meet this requirement. In addition, published test results such as the Textile Industry Affairs test of over 500 garments can be used to supplement or even substitute for your own testing. Call us for complete details.

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Can international care symbols substitute for written care instructions?



No. You may use care symbols, but only along with accurate written instructions to comply with FTC requirements.



How do you know consumers really care about care instructions?



Independent research has found repeatedly that consumers read care labels. In fact, four out of five consumers read care labels before making a purchase decision. The impressions they take away from your care instructions can make a difference in that decision. The latest consumer research is that:

83% of consumers read care labels *before buying.*

59% say care instructions are the *most important* information on a garment after size.

79% say bleaching instructions are *important to their buying decision.*

73% say bleachability means *quality, value and durability.*



I want to make sure my company is following the federal regulations and taking advantage of the marketing potential in my care labels.

Who can I call? What does it cost?



Expert industry professionals are a toll-free call away. For over 20 years, Textile Industry Affairs has been providing FREE technical and marketing assistance with all care labeling questions.

For free assistance, call Eric J. Essma, Manager

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