

LABELLING-

INTRODUCTION-

- A label is a piece of paper, polymer, cloth, metal, or other material affixed to a container or article, on which is printed a legend, information concerning the product, addresses, etc. A label may also be printed directly on the container or article.
- Labels have many uses: product identification, name tags, advertising, warnings, and other communication. Special types of labels called digital labels (printed through a digital printing) can also have special constructions tags, security printing, and sandwich process labels.



DEFINATION-

- Kaelly Irwin-“ label refers to any printed statement related to merchandise that accompanies the goods at the point of sale”.
- It can be said that the idea of label is originated with the view of distinction between properties and qualities of goods as well as to increase their appeal by acting as a foundation to provide information to the consumer. Also it is meant to make sure that the declared quality goods are supplied to the consumer there by they could make satisfied about quality, type of the item purchased.
- Assistance help has been provided to the consumer next through the federal permanent care labeling rule, which primarily deals with matters of laundry& dry cleaning on account of inherent importance of textiles.

Types of label-

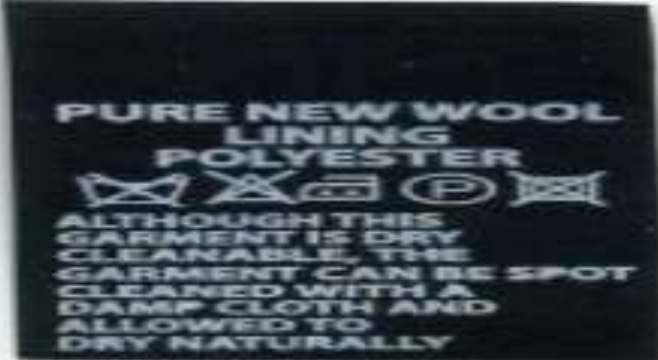


1. Informative labels,
2. Care labels.

Informative label-

- it is a tag that give description of the performance inherited, consumer in selection. Fiber content, how fabric is made, how it will perform in use and how to care for it are the areas covered by an informative label.
- Informative labeling includes information required by federal legislation such as Textile Fiber Products Identification Act(TFPIA) . Thus, the information provided is usually correct & regulated by law. These tend to increase the sale of goods quality merchandise as they increase the desirability of honesty labeled products.
- Informative care label includes information regarding laundering, dry-cleaning, fiber content, fiber type, etc. they may be in the form of directions or symbols denoting the use and care of garments.

CARE LABELING-



- Care labels are the labels inside clothing or fashion accessories that provide wash care instruction, fiber content, country origin and few other important details of information. It is sometime reference as content label, wash care label or care instructor label.
- The technological advances which have occurred in textile, apparel and cleaning industries have had a significant effect on the care process of apparel. The larger number of products on the market, each with different care performance characteristics has made It almost impossible for consumers to be informer about any one product. the traditional source of care information, personal experience based on trial and error, no longer meets the needs of consumers.

- Therefore, it is very important that customer to be given accurate information on how to take care of their garment ,so they can make informed purchase decisions concerning care characteristics of competing products and the cleaning procedures can be avoided by consumers and cleaners like.
- **Care symbols give all the necessary information**
- washing,
- bleaching,
- ironing,
- dry cleaning and
- Tumble drying.
- Using care labels provides the consumer with care information

Types of care labeling

PERMANENT LABELS

- It is a label of such material and is attached in such manner that it can be expected to withstand and remain legible throughout at least ten cleanings of the articles.
- followings are some examples of those articles:
- jackets, coats, overcoats, top coats and sweaters
- bedspreads, blankets, quilts and comforters
- sheets, pillows and pillowcases



TEMPORARY LABELING

- It is a label which is not expected to withstand and remain legible through ten cleaning of the consumer textile article.

following are some examples of those articles:

- undergarments
- scarves, shawls, mufflers and handkerchiefs.
- stretch tights, hosiery and panty hose.
- gloves, mittens and gaiters.
- yarn, sewing and embroidery threads.
- umbrellas and parasol
- dish clothes, dishtowels and wash clothes



LABELING CATEGORIES

VOLUNTARY LABELING

• Brand labeling-

• Grade labeling

• Certificate labeling

• Informative label-

• Union labeling-

• Registered number system

MANDATORY LABELING

• SILK REGULATION
(1932)

• WOOL PRODUCT LABELLING (1939)

• FUR PRODUCTS LABELLING (1952)

• TEXTILE FIBER IDENTIFICATION(1960)

• PERMANENT CARE LABELING RULE(1972)

Voluntary labeling.



A. Brand labeling

- the labeling of fabrics with brand name is well established method and is used by the manufacturer as name or tool in advertising.

B. Grade labeling-

- it identifies the quality of product by a letter or no. or a word to derive a characteristics of fabric are compared with one or standard.

C. Certificate labeling-

- It indicates that the item is tested by lab usually one independent of the manufacturers of product.
- These certification labels are often referred to as seals of approval.



D. Informative label-

- It is a tag which gives description, Used for the purpose of fiber content of fabric such as wool, silk, cotton and eco label.
- It gives information how fabric is made, how it will perform in use and how to care of the fabric.



E. Union labeling-

- An addition to an informative, brand or certification label there may also be a union labels. This assures the consumers that the garment was made under fair/good working conditions.



F. Registered number system-

- A sewn in label with any no. found in the garment [e.g. 6000 or any no.] means that the manufacturer obtained a registration no. from the **Bureau of Consumer Protection of the FTC [Federal Trade Commission]**.



MANDATORY LABELING-

- Various federal processes include provisions for mandatory labeling with consequent requirements for supervision and enforcements. Thus functions have been assigned to various agencies although many acts are assigned to Federal Trade Commission until 1973.
- FTC was created by an Act of congress on September 26, 1914. The activities of the FTC are designed to protect not only the ultimate consumers by also the different segments of industry.
- Mandatory Labeling 'ML' describe acceptable and legal commercial practices for the manufacturer, dealer to follow, law and regulation in the textile industries continue to affect it to inform to general operation, label requirement, environmental issues, design aspects and health safety concern.

IMPORTANCE OF LABELLING

- Care label is important that the customer is given accurate information as to how to take care of their garments, so they can make informed purchase decision concerning the care characteristics and cleaners to avoid product damage caused by the use of improper cleaning procedures.
- Before the care instructions are put on care labels, the items are tested and these testing are:-
 - shrinkage
 - colorfastness
 - change in body or hand .

Care instructions








- **a. Laundering:** A process intended to remove soil or stains by washing with an aqueous detergent solution (and possibly bleach) and normally including subsequent rinsing, extracting and drying.
- **b. Chlorine bleach:** A process carried out in an aqueous medium before, during or after washing processes, requiring the use of chlorine based bleaching agent for the purpose of removing stains and/or improving whiteness.
- **c. Dry-cleaning:** A process for cleaning textile articles by means of organic solvents (eg, petroleum, perchlorethylene, fluorocarbon). This process consists of cleaning, rinsing, spinning and drying.
- **d. Tumble drying:** A process carried out on a textile article after washing, with the intention of removing residual water by treatment with hot air in a rotating drum.
- **e. Ironing:** A method of pressing using a heated hand iron sometimes together with moisture or steam, and a gliding motion.
- **f. Pressing:** A process of smoothing and shaping by heat and pressure, with or without the presence of steam.

■ CARE LABELING SYSTEMS


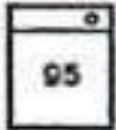



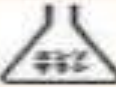

- International care labeling system.
- Japan care labeling system.
- British care labeling system.
- Canadian care labeling system.

a. International Care Labeling System:

- International Symposium for care labeling was established in 1963 in Paris. It was replaced by International Association for Textile Care Labeling (GINETEX) in 1975. The symbols used in GINETEX system represent that the garment can withstand the process and a cross indicates the process is not possible for the garment. The following five symbols are used:
 - The number inside the washtub indicates the maximum permissible temperature of washing. 
 - 'CL' inside the triangle indicates that chlorine bleaching is possible. 
 - The dots (1, 2 or 3) inside the iron symbol indicate the maximum temperature at which ironing can be done. 
 - The letters (A, P or F) inside the circle indicate the dry-cleaning process with the solvent to be used. 
 - A circle inside a square indicates the particular garment can be tumble-dried. 







b. Japanese Care Labeling System:

Japanese Care Labeling System uses basic symbols that are different from other systems of care labeling. Some of the symbols with their meaning are discussed below-

SYMBOL	INSTRUCTION
	May be ironed directly at 180-210°C
	Machine wash at 95°C or less water temperature
	Hand wash in water temperature of 30°C or less
	Wring softly by hand or spin dry by machine quickly.
	Lay flat to dry
	Use chlorine bleach.
	Any dry-cleaning agent can be used

C. British Care Labeling System










- : The British Care Labeling System uses graphic symbols to provide information on care labels. The five basic symbols are described below:

SYMBOL	INSTRUCTIONS
	Washtub indicates washing.
	Triangle indicates bleaching.
	Iron indicates ironing.
	Circle indicates dry-cleaning.
	Square indicates drying.
	Cross superimposed on any of the preceding five symbols indicates that such a treatment or process should be used.

d. Canadian Care Labeling System:

- Canadian Care Labeling System consists of five basic symbols that are illustrated in three conventional traffic light colors. If any message is not conveyed by the care labeling symbols, words in English and French may be used. The five symbols must appear in the following order on the care labels: washing, bleaching, drying, ironing, and dry-cleaning.

The symbols are described in the following table:

SYMBOL	PROCESS
	Green washtub- Machine wash in hot water (not exceeding 70oC).
	Green circle- Dry-cleaП.
	Orange iron- Iron at a medium temperature (not exceeding 150oC). Recommended for nylon and polyester.
	Red iron- Do not iron or pres
	Green square - Tumble dry at medium to high temperature and remove article from machine as soon as it is dry. Avoid over-drying.
	Green square - Hang to dry after removing excess water.
	Orange square- Dry on flat surface after extracting excess water
	Orange triangle - Use chlorine bleach.
	Don't perform the action.

Eco Labeling

- “Eco labeling “is a voluntary method of environmental performance certification & labeling i.e. practiced around the world.
- An eco label is a label which identifies overall environmental preference of a product or service within a specific product/ service category based on life cycle concentrations.
- In contrast to green symbols or claim statements developed by manufacturers & service providers, an eco label is awarded by an impartial third party in relation to certain products or services that are independently determined to meet environmental leadership criteria.
- Environmental issues effects the production of fiber, yarn, fabric, finishes, dyes & pigments, distribution of components & finished goods & disposal of waste. And all these are areas of concern to producers, retailers, consumers & service workers.