

# CONSUMER RESEARCH REVEALS... CARE CONTINUES TO INFLUENCE PURCHASE DECISIONS!

**" THE MORE THINGS CHANGE THE MORE THEY STAY THE SAME "**

Consumer attitudes and garment brand names have certainly changed over the nearly twenty year span of the research. Even care instructions have changed becoming symbols or symbols with words on many garments.

## CONSUMERS STILL LOOK TO BLEACHABILITY AS A QUANTIFIER FOR QUALITY, VALUE AND DURABILITY.

SUMMARY: A series of quantitative research studies were conducted between 1984 and 2002 to measure two garment attributes:

- consumer impressions taken away from certain care instructions,
- the degree, if any, of influence contributed by care instructions to purchase decisions

The criteria measured by the research, has remained consistent. Earlier research established and current research confirms:

- **Consumers believe apparel with care instructions that allow the use of some type of bleach in the care process are superior quality, a better value and more durable**
- **Three out of four consumers would switch brands** to get a bleach-safe garment. In the 2002 study 72% made the bleach-safe choice over brand, up from 68% in the 1984 study.

	Brand Name	Bleach Instruction	Preference %
<b>MEN'S DRESS SHIRTS</b>	Polo . . . . .	Bleach-Safe . . . . .	65
	Cherokee . . . . .	Do Not Bleach . . . . .	35
	Cherokee . . . . .	Bleach-Safe . . . . .	71
	Polo . . . . .	Do Not Bleach . . . . .	29
<b>WOMEN'S KNIT SHIRTS</b>	Ann Taylor . . . . .	Bleach-Safe . . . . .	66
	Liz Claiborne . . . . .	Do Not Bleach . . . . .	34
	Liz Claiborne . . . . .	Bleach-Safe . . . . .	63
	Ann Taylor . . . . .	Do Not Bleach . . . . .	37
<b>CHILDREN'S WEAR</b>	GAP Kids . . . . .	Bleach-Safe . . . . .	71
	Oshkosh B'Gosh . . . . .	Do Not Bleach . . . . .	29
	Oshkosh B'Gosh . . . . .	Bleach-Safe . . . . .	65
	GAP Kids . . . . .	Do Not Bleach . . . . .	35
<b>JEANS</b>	Levi . . . . .	Bleach-Safe . . . . .	54
	Lee . . . . .	Do Not Bleach . . . . .	46
	Lee . . . . .	Bleach-Safe . . . . .	63
	Levi . . . . .	Do Not Bleach . . . . .	37
<b>SHEETS</b>	Martex . . . . .	Bleach-Safe . . . . .	65
	Royal Velvet . . . . .	Do Not Bleach . . . . .	35
	Royal Velvet . . . . .	Bleach-Safe . . . . .	66
	Martex . . . . .	Do Not Bleach . . . . .	34
<b>TOWELS</b>	Regal . . . . .	Bleach-Safe . . . . .	69
	Royal Velvet . . . . .	Do Not Bleach . . . . .	31
	Royal Velvet . . . . .	Bleach-Safe . . . . .	65
	Regal . . . . .	Do Not Bleach . . . . .	35
<b>TOTAL ALL CATEGORIES</b>	400 TOTAL RESPONSES . . . . .		
	<b>PREFER BLEACH-SAFE ITEMS . . . . .</b>		<b>72%*</b>

\*"No Preference" responses distributed equally

# Guide to Common Care Symbols

Complete Apparel /Textile Care Label and Symbol Information on the Internet! at [www.TextileAffairs.org](http://www.TextileAffairs.org)

**Washing INSTRUCTIONS**

	Machine Wash, Warm		Machine Wash, Cold		Machine Wash, Cold Gentle Cycle		Hand Wash
	Machine Wash, Warm Permanent Press		Machine Wash, Warm Permanent Press		Machine Wash, Warm Gentle Cycle		Do Not Wash
	Machine Wash, HOT		Machine Wash, HOT Permanent Press		Machine Wash, HOT Gentle Cycle		

**Bleaching INSTRUCTIONS**

	Bleach As Needed Any bleach, like Clorox®, may be safely used		Do Not Bleach No bleach product should be used including detergents with bleach <i>Special Warning: This symbol only applicable for less than 2% of all washables</i>
	Non-chlorine Bleach As Needed Use only a color-safe bleach, like Clorox 2®		

**Drying INSTRUCTIONS**

	Tumble Dry, No Heat		Tumble Dry, Permanent Press, No Heat		Tumble Dry, Gentle Cycle, No Heat		Do Not Tumble Dry
	Tumble Dry, Low Heat		Tumble Dry, Permanent Press, Low Heat		Tumble Dry, Gentle Cycle, Low Heat		Line Dry
	Tumble Dry, Medium		Tumble Dry, Permanent Press, Medium		Tumble Dry, Gentle Cycle, Medium		Drip Dry
	Tumble Dry, High						Dry Flat

**Ironing INSTRUCTIONS**

	Iron, Steam or Dry, with Low Heat		Do Not Iron with Steam
	Iron, Steam or Dry, with Medium Heat		Do Not Iron
	Iron, Steam or Dry, with High Heat		

This chart illustrates care symbols accepted by the Federal Trade Commission. This chart is referenced from ASTM D5489-96c Commercial and Home Laundering and Drycleaning Symbols, which illustrates the symbols to use for laundering and drycleaning instructions.

*As a minimum, laundering instruction shall include, in order, four symbols: washing, bleaching, drying, and ironing; and drycleaning instructions shall include one symbol. Additional words may be used to clarify language-dependent instructions.*

**Drycleaning INSTRUCTIONS**

	Dryclean May appear with additional letters and/or lines Take this item to a professional drycleaner		Do Not Dryclean
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## ABOUT TEXTILE INDUSTRY AFFAIRS

For over 30 years, Textile Industry Affairs has provided expert counsel and support to the textile and apparel industries on a full range of trade and consumer issues.

One major service initiative is TIA support of the FTC rule-making and regulatory compliance process.

### TIA OFFERS THE TRADE AN ARRAY OF CAPABILITIES:

- resource for lectures, seminars and private consultation on regulatory compliance.
- effective communications with legal, design, marketing and senior management
- consumer and trade research development and analysis
- technical evaluations to produce the reliable evidence required to document care instructions

## COMPLYING WITH FEDERAL BLEACH CARE LABELING REQUIREMENTS

The Federal Trade Commission Trade Regulation Rule 16 CFR 423, as amended, provides regulations for the care labeling of textile wearing apparel. The Rule is enforced by the Bureau of Consumer Protection and is one of the most popular consumer Rules ever promulgated.

The Rule requires that all manufacturers and importers, or any person or organization that directs the manufacture or import, of textile wearing apparel must provide the consumer with accurate care instructions. Most Bed & Bath and Home Furnishings manufacturers provide care instructions even though their products are not included in the Rule. If they choose to provide them, the instructions must comply with the Rule.

Care instructions must include, at least, instructions for proper washing, bleaching, and drying. Ironing instructions must be included if necessary or recommended. If an article cannot be laundered, then dry cleaning instructions must be provided.

### IT'S SMART MARKETING:

Consumers have developed a reliance on care label information. They have also expressed preferences for garments with certain types of information on the care label.

**83% of consumers read** care labels before making a purchase decision.

**59% of consumers consider** care information the most important information on a garment, after size.

**73% of consumers say** that a garment they can launder with some type of bleach is higher quality, a better value, more durable, and easier to care for than one that prohibits bleach use.

**68% of consumers will** even switch brands to get a bleachable garment.

### IT'S EASY:

The Rule prescribes only three allowable bleach care instructions.

"Bleach When Needed" is the correct instruction if all commercially available bleaches, chlorine and non-chlorine, can be safely used on a regular basis. This is the appropriate instruction for most whites and pastels and is appropriate on over 45% of all washable apparel. The Rule also allows that if all commercially available bleaches can be safely used, the care label does not need to mention bleach; however, using the easy care instruction "Bleach When Needed" has been shown to be an effective marketing strategy.

"Non-chlorine Bleach When Needed" or "Color Safe Bleach Only" is the most common bleach instruction and is acceptable on virtually all machine-washable apparel. The Rule states that, "If the regular use of chlorine bleach would harm the product, but the regular use of non-chlorine bleach would not, the label must say 'Only Non-chlorine Bleach When Needed' or words to that effect, such as 'Color Safe Bleach Only.'"

"Do Not Bleach" may only be used if all commercially available bleaches, chlorine and non-chlorine, would harm the product when used on a regular basis. This instruction is rarely applicable given more than 98% of all washable textile products are safe in some type of bleach. Also, consumers interpret "Do Not Bleach" products as lower quality, less durable, and not easy-care.

### RELIABLE EVIDENCE:

The Rule also requires that you possess reliable evidence to document any instruction or warning given on a care label. Key elements of reliable evidence are that it is acceptable to the industry, is documented in writing, and is in your possession.

### IMPROPER OR "LOW-LABELING":

"Low-labeling" is the use of unjustifiably cautious care instructions and is a violation of the Federal Care Label Rule. - If tests indicate a garment is safe and colorfast in chlorine bleach, it must be labeled "Bleach When Needed". If a garment is not safe in chlorine bleach, but is safe in color-safe bleach, it must be labeled "Non-chlorine Bleach Only" or "Color-Safe Bleach Only".

- facilitator in communicating with appropriate Federal agencies

The trade can now look to TIA for guidance on all facets of textile labeling including care, fiber content, country of origin and brand identification.

*Call or email any time for information or assistance with labeling compliance.*

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