

GUILD OF CLEANERS  
AND LAUNDERERS

56 Maple Drive, Larkhall,  
South Lanarkshire,  
ML9 2AR

Phone: 01698 322669  
E-mail:  
enquiries@gcl.org.uk

AMBER ALERT

## Care Labels—A warning to some, a reminder to the many professionals



We are all very familiar with the Woolmark symbol which is the registered trade mark of the Australian based marketing and research company that permits its use under licence.

It is usually very proudly displayed in a prominent position on the lining of a jacket or coat and even near to the waist band of trousers.

The label often includes cleaning symbols and being very prominent can easily be assumed to be the manufacturer's only advice.

### **BE AWARE**

On inspection of the manufacturers label tucked away in a pocket it will be found that the information is all too frequently conflicting.

With comparisons that have been conducted in the last four months it appears that the Woolmark instructions are for circled P and a two dot iron even their website does not show a gentler recommendation.

It will often be found that the manufacturer's label, hidden from view in a pocket, indicates an UNDERLINED circled P and a ONE dot iron.

Therefore if the application of moisture (maybe from a pre-spotting detergent) is applied, the mechanical action of the cage or the drying temperature are not reduced, the pressing temperature is too high then the drycleaner could be held responsible or at best be left with a dissatisfied customer and/or a time consuming disagreement.

### **FURTHER**

With wedding dresses be very wary of only looking at the most visible label which can be found at the top and often attached to the local gown retailer's label. Close inspection of the stitching for these labels may reveal that they have been added after manufacture as they are overstitched.

Deep in the lower folds the manufacturers label can often give very different instructions with close inspection showing that they have been stitched in during manufacture.

Be very careful in these circumstances as a different or gentler process given on the label applied by the gown retailer could reflect that additional trim, especially beading, has been applied.

This could be from small pieces of self-adhesive netting that have beads glued onto them (these are available from numerous hobby or haberdashery outlets) to elaborate additions to a basic dress to enhance the appearance and of course the purchase price.

Good counter inspection will highlight these problems in both cases so that the customer can be advised that there may be a reduced chance of stain removal should a gentle process be required.

The Guilds publication 'Retail Selling in the Fabric Care Industry' could be most useful to improve counter inspection standards.