

# TEXTILE Label Language

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## READ LABELS AND HANG TAGS FOR SHOPPING SATISFACTION

This leaflet has been prepared to help you understand the language that is found on labels of textile products.

### WHAT WILL YOU DISCOVER FROM TEXTILE LABELS?

- Price
- Size
- Brand name
- Fiber content
- Special features about the fabric
- How to care for the merchandise
- The country of origin if other than the United States

### WHAT IS A BRAND NAME?

Manufacturers often give their merchandise a special name known as a brand name. They do this to promote their product and indicate a consistent level of quality of the product. The quality may be high, low, or in the middle, but it will be uniform from one article to the next within the same brand.

### WHY KNOW THE FIBER CONTENT?

Knowing the fiber or fibers in a fabric will help you use and care for the article correctly. Some fibers are named according to their source in nature. Other fibers are manufactured and are named according to their chemical composition. All fibers from a similar source can be thought of as belonging to a fiber family. Companies that manufacture fibers identify their fibers by using a trade name. So many trade names now exist that confusion often arises. To avoid this confusion look

for the fiber family name that must appear on labels by law. A trade name can then be linked to a fiber family. By knowing the characteristics of the fiber family the trade named fiber will then assume an identity. All fibers in a family have similar characteristics and uses.

### WHY IS THE PERCENTAGE OF FIBERS ON THE LABEL?

The label is required by law to give the percent of each fiber in the fabric, listed in order of its predominance by weight. Fibers present in less than five percent must be shown as "other fiber or fibers" unless it has special significance such as spandex which provides stretch. Knowing the composition of the fabric helps to indicate how the fabric will behave in use and care.

### WHAT ARE SOME SPECIAL FEATURES ABOUT FABRICS?

- **Permanent Press** — The fabric has been specially treated to maintain a fresh, wrinkle-free appearance, and pleat and crease retention during wear and care. It is identified by trade names such as Korotron, Sharp-Shape, Sta-Prest, Vanopress, etc.
- **Soil Release** — The fabric has been given a chemical treatment to make oily soil and water-borne stains easy to remove when washed. It is identified by trade names such as Visa, X-It, Fybrite, Dual-Action Scotchgard, Come-Clean.
- **Shrinkage Control** — The fabric has been treated to allow only a minimum of shrinkage in width and length. It is identified by trade names such as Sanforized, Sanforized Plus 2, Rigmel, Pak-Nit, Pak-Nit RX, Penn-Set, Stable-Knit, Dylanize, and Wurlan.
- **Spot and Stain Resistance** — A fabric has been treated to repel water-born stains, oil-born stains, or both. It is identified by trade names such as Scotchgard, Zepel.

## WHERE IS LABEL INFORMATION FOUND?

- Tags hung on the merchandise.
- Printed material placed in the merchandise container.
- Information printed on the container or plastic covering.
- Woven or printed information on a label permanently attached to a product.
- Indelibly printed information on the fabric.
- Bolts of fabric carry information on the end of the bolt. Occasionally fiber content is printed on the selvage. Some manufacturers provide tear slips for each customer that give complete label information and care instructions.

## WHAT ARE THE SHOPPERS' RESPONSIBILITIES?

You can promote the use of labels when you

- Ask for and use informative tags.
- Read labels carefully and understand their terminology.
- Patronize firms that label merchandise well.
- Demand wider use of informative labels.
- Let people know (the sales people, the store manager, the manufacturer) how helpful a label is.
- Save the label for future use; file it as you would a new recipe.

Your interest in labels will result in better and more effective labeling.

## WHAT ARE COMMON FIBER FAMILIES AND TRADE NAMES?

### Natural Fibers

Cotton	Linen	Silk	Wool
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### Manufactured Fibers Not Sensitive To Heat

Fiber	Trade Names	
Glass	Deeglas Fiberglas FiberglasBeta	Marglass Ultrastrand Vitron
Metallic	Alistran Duranstran Lurex Malora	Metlon Mylar Nylco Reynolds
Rayon	Avicron Avisco Avril Bemberg Coloray	Cuperacolor Lirelle Nupron Xena Zantrel

### Manufactured Fibers Sensitive To Heat

Acetate	Acele Celanese Celaperm Celara	Chromspun Colorsealed Colorspun Estron
Triacetate	Arnel	
Acrylic	Acrilan Creslan Orlon	Nomelle Zefkrome Zefran
Modacrylic	Dynel	Verel
Nylon	Antron Ayrlyn Blue C Cantrece Caprolan	Enka Enkalure Nytelle Qiana Touch
Olefin	Amco Amerfil Beamette Herculon Marvess	Polycrest Rayolene Reevon Tuff-Lite Vectra
Polyester	Avlin Blue C Dacron Encron	Fortrel Kodel Quintess Trevira
Rubber	Buthane Darleen Filatex	Hi-Flex Lactron Lastex
Saran	Anover Rovana	Saran Velon
Spandex	Duraspan Elura Glospan Interspan	Lycra Numa Unel Vyrene
Anidex	Anim/8	

To simplify information, trade names of products have been used. No endorsement is intended, nor is criticism implied of similar products not named.

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