



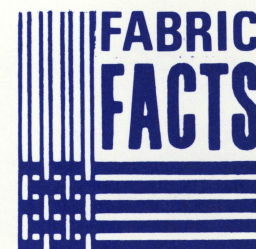
University of Idaho  
College of Agriculture  
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## The New Look in Labels

Modern technology has given today's consumer a wide variety of fibers, fabrics and finishes from which to choose. Selecting and caring for clothing has become a complex process indeed!

Consumers need information. Until recently they had to depend on separate, removable hangtags which often were misplaced or discarded. The solution was a Federal Trade Commission ruling in 1972 requiring permanently attached care labels in most articles of clothing, domestic or imported. Fabrics for home sewing must also be labeled.

Items **not** covered by the ruling at present include:

- Headwear, handwear and footwear.
- Disposable items.
- Items that need no maintenance.
- Completely washable items intended to sell for \$3 or less.
- Fur or leather items.
- Purely decorative and ornamental items.
- Remnants cut and shipped by the manufacturer, commonly known as "mill ends".
- See-through or other items that would be substantially impaired by a care label (FTC must exempt).

## Label Language

Permanent care labels must indicate fully, clearly and completely the **regular** care and maintenance required for ordinary use and enjoyment of the item.

Labels must:

- Inform how to wash, iron, dry, bleach, dry clean, etc., to maintain and care for a particular article.
- Warn if usual care methods seem to apply but do not.
- Apply to all parts, such as linings, trimmings, etc.
- Use words — not symbols.
- Remain legible through washings and dry cleanings.
- Stay attached.
- Be easy to locate.

Use care labels to predict performance and cost of upkeep in choosing which items to buy.

Labels must not:

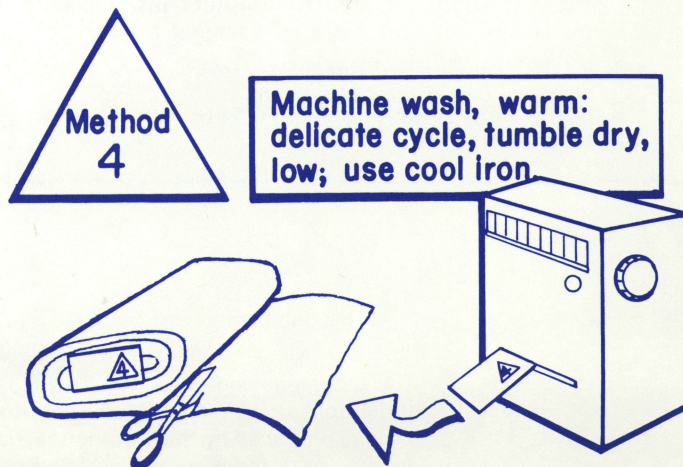
- Use promotional language such as "never needs ironing".
- Give confusing or insufficient instructions.

## Fabrics for Home Sewing

Care labels must be supplied with fabrics sold to consumers for the purpose of making clothing. Insist on your care label when you purchase fabric. Use the care label to help you select notions and trim that require the same care as the fabric or garment. Remember to attach the label to the garment you make.

### Triangle System

The triangle system is often used for fabric labeling. Nine methods of fabric care are defined and each is assigned a number between one and nine. This number is designated within a triangle. The appropriate triangle with its number is printed on the bolt, board or roll end of fabric. When selling the fabric, the clerk checks the number on the board end, then gives the consumer a care label bearing the identical number and complete care instructions.





## Information Tape System

Some fiber and fabric producers insert an informative tape into fabric bolts or rolls. Care instructions are printed at intervals on the tape. When the home sewer purchases a length of fabric, the tape is dispensed automatically with the fabric.

## Follow Instructions

You can keep your clothing fresh and new looking longer by following the care instructions as closely as you can. The Consumer Care Guide for Apparel will help you understand and follow the brief care instructions found on permanent care labels on garments. Be sure to read all care instructions!

To insure best results, check the water temperature of your home washing machine with a weather or candy thermometer. Warm should be 90 to 110 degrees F.; hot at least 140 degrees. If the temperature varies from this, the water heater thermostat may need to be adjusted.

Also check the temperatures of your dryer and the cool-down cycle if it has one. Your service representative will be able to advise you.

When the label calls for dry cleaning, ask your local dry cleaner about pretreating and other services. With coin-operated machines, find out when the cleaning fluid is filtered — clean fluid is important. Some fluid is filtered continuously.



## Rights and Responsibilities

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You as a consumer have a right to:

- Well defined care instructions.
- Satisfactory garment performance when care instructions are followed.
- Recourse when instructions have been followed carefully and garment performance is not satisfactory.

and responsibilities to:

- Use care labels to select apparel on basis of how much it will cost for care.
- Insist salespersons at fabric counters provide care labels to sew into the finished garment.
- Sew labels in finished garments.
- Report legitimate violations to retailers, manufacturers and FTC.

Industry also has a right to:

- Expect consumers to follow care instructions precisely.
- Hear from consumers when textile products do not live up to expectations.

and a responsibility to:

- Base care information on practical and precise pretesting of garments.

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This publication was prepared by Janice Buckner, Extension Textiles and Clothing Specialist.

The accompanying Consumer Care Guide for Apparel is reprinted with permission of the Consumer Affairs Committee. American Apparel Manufacturers Association. It was produced by that committee, based on the Voluntary Guide of the Textile Industry Advisory Committee for Consumer Interests.



# Consumer Care

# Guide for Apparel

WHEN LABEL READS:	IT MEANS:
Washable Machine washable Machine wash	Wash, bleach, dry and press by any customary method including commercial laundering
Home launder only	Same as above but do not use commercial laundering
No bleach	Do not use bleach
No starch	Do not use starch
Cold wash Cold setting Cold rinse	Use cold water from tap or cold washing machine setting
Warm wash Warm setting Warm rinse	Use warm water 90° to 110° Fahrenheit
Hot wash Hot setting	Use hot water (hot washing machine setting) 130° Fahrenheit or hotter
No spin	Remove wash load before final machine spin cycle
Delicate cycle Gentle cycle	Use appropriate machine setting; otherwise wash by hand
Durable press cycle Permanent press cycle	Use appropriate machine setting; otherwise use medium wash, cold rinse and short spin cycle
Wash separately	Wash alone or with like colors

WHEN LABEL READS:	IT MEANS:
Hand washable Hand wash	Launder only by hand in luke warm (hand comfortable) water. May be bleached. May be drycleaned
Hand wash only	Same as above, but do not dryclean
Hand wash separately	Hand wash alone or with like colors
No bleach	Do not use bleach
Tumble dry Machine dry	Dry in tumble dryer at specified setting high, medium, low or no heat
Tumble dry Remove promptly	Same as above, but in absence of cool-down cycle remove at once when tumbling stops
Drip dry Hang dry Line dry	Hang wet and allow to dry with hand shaping only
No squeeze No wring No twist	Hang dry, drip dry or dry flat only
Dry flat	Lay garment on flat surface
Block to dry	Maintain original size and shape while drying
Cool iron	Set iron at lowest setting
Warm iron	Set iron at medium setting
Hot iron	Set iron at hot setting
No iron No press	Do not iron or press with heat
Steam iron Steam press	Iron or press with steam
Iron damp	Dampen garment before ironing
Dryclean Dryclean only	Garment should be drycleaned only, including self-service
Professionally clean only Commercially clean only	Do not use self-service drycleaning
No dryclean	Use recommended care instructions. No dry-cleaning materials to be used.

### NON-MACHINE WASHING

### HOME DRYING

### IRONING OR PRESSING

### MISCELLANEOUS

MACHINE WASHABLE



# University of Idaho College of Agriculture

## Serving the State

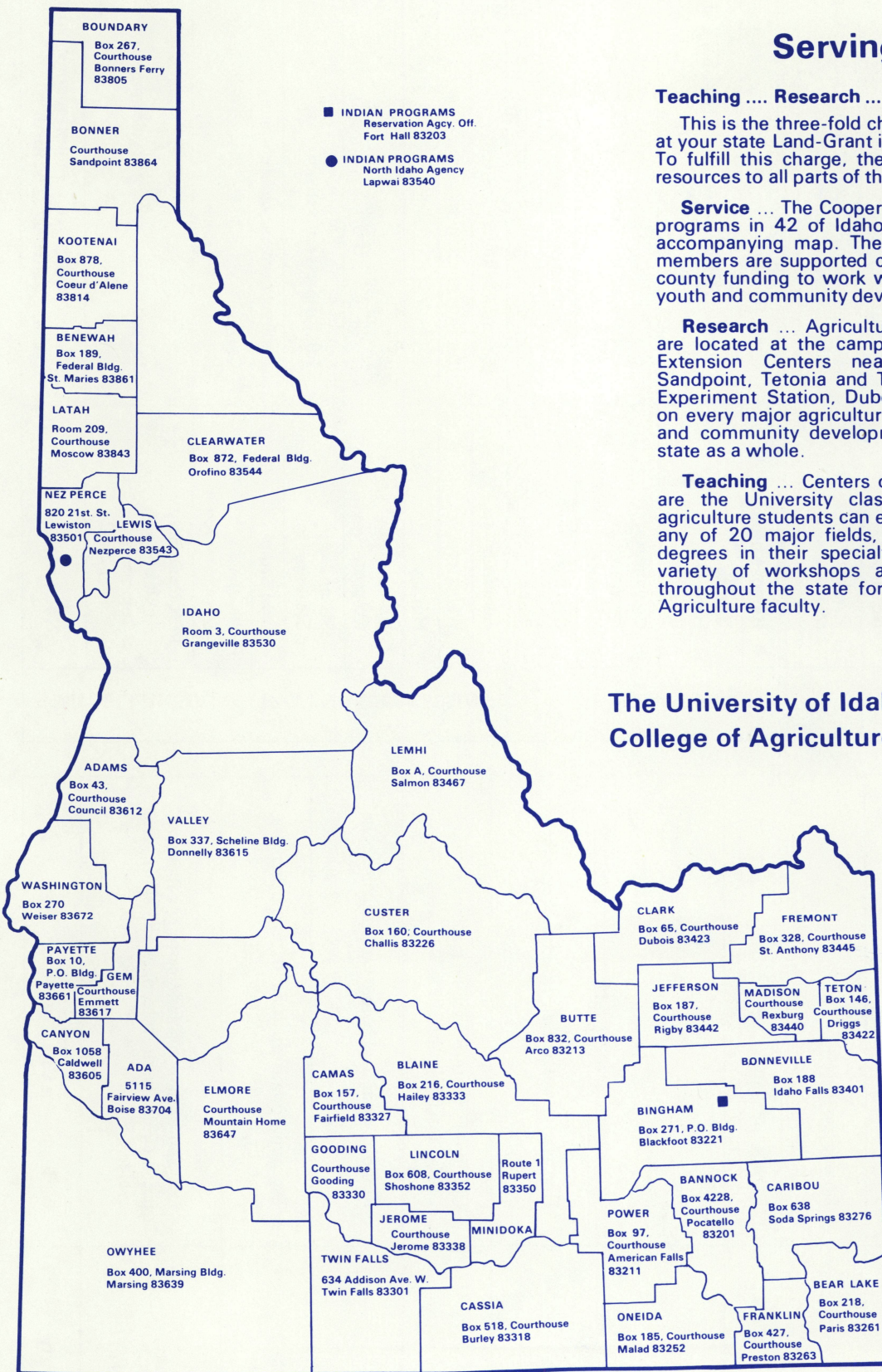
### Teaching .... Research .... Service

This is the three-fold charge of the College of Agriculture at your state Land-Grant institution, the University of Idaho. To fulfill this charge, the College extends its faculty and resources to all parts of the state.

**Service** ... The Cooperative Extension Service has active programs in 42 of Idaho's 44 counties as shown on the accompanying map. These College of Agriculture faculty members are supported cooperatively by federal, state and county funding to work with agriculture, home economics, youth and community development.

**Research** ... Agricultural Experiment Station scientists are located at the campus in Moscow, at Research and Extension Centers near Aberdeen, Caldwell, Parma, Sandpoint, Teton and Twin Falls and at the U.S. Sheep Experiment Station, Dubois. Their work includes research on every major agricultural crop in Idaho and on economic and community development activities that apply to the state as a whole.

**Teaching** ... Centers of College of Agriculture teaching are located at the University classrooms and laboratories where agriculture students can earn bachelor of science degrees in any of 20 major fields, or work for master's and Ph.D. degrees in their specialties. And beyond these are the variety of workshops and training sessions developed throughout the state for adults and youth by College of Agriculture faculty.



## The University of Idaho College of Agriculture



Issued in furtherance of cooperative extension work in agriculture and home economics. Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James L. Graves, Director of Cooperative Extension Service, University of Idaho, Moscow, Idaho 83843. We offer our programs and facilities to all people without regard to race, creed, color, sex, or national origin.