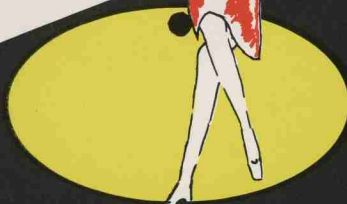


the  
hang tag  
*fashion*  
tree



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# the hang tag fashion tree

Labels and hang tags are important guides to help you, the consumer, know what to expect from the textile products you buy, and how to take care of them.

When you look at a label, you'll find two types of information:

1. Mandatory—information required by the federal government.
2. Voluntary — information supplied by the fiber, fabric and garment manufacturer.

## MANDATORY LABELING

To protect the consumer against deceptive labeling, the United States Government has defined certain terms that are used on textile products. The acts, enforced by the Federal Trade Commission (FTC) through its Bureau of Textiles and Furs, are:

- The Wool Products Labeling Act
- The Fur Products Labeling Act
- The Flammable Fabrics Act
- The Textile Fiber Products Identification Act
- Cautionary Label on Glass Fabrics
- Permanent Care Labeling Act

To become more skilled in buying textile goods, the consumer should know the gist of these acts and how each one affects textile products.

## THE WOOL PRODUCTS LABELING ACT

Enforcement of the Wool Products Labeling Act has helped the consumer by practically eliminating hazy terms such as "part wool." "Part wool" could mean from 50 percent wool to little or no wool. Reused and reprocessed wools were often substituted for the high priced virgin wool but sold to consumers at 100 percent virgin wool prices. This act has also curbed the mislabeling of lower priced animal fibers as expensive specialty fibers.

### Definition of Wool Terms

- Wool—fiber made from the fleece of sheep or lamb or hair of angora or cashmere goat, camel, alpaca, llama, vicuña which has never been reclaimed from woven or felted goods.
- Reprocessed wool—fibers woven or felted into consumer products which have never been used by the consumer and are then changed back into a fibrous state for reweaving or refelting.
- Reused wool—fibers woven or felted into consumer products, used by the consumer, and then changed back into a fibrous state for reweaving or refelting.

### Summary of Wool Products Labeling Act

- All products containing any amount of wool, reprocessed wool or reused wool fibers must be labeled by percentage. This includes not only the outer fabric but linings, interlinings, stiffenings and trimmings containing wool.

WPL 8267

100% Virgin Wool

WPL 6749

70% Wool  
30% Reprocessed  
Wool

- The term virgin or new wool cannot be used if the product contains any reprocessed or reused wool.
- Specialty fiber names—cashmere, mohair, camel, alpaca, llama and vicuña can be used in the place of wool. The percentage by weight and classification—new, reprocessed, reused—must be given.
- The term "fur fiber" may be applied to any animal hair or fur coming from sheep, lamb, angora goat, cashmere goat, camel, alpaca, llama, and vicuña. The name of the fiber producing animal cannot be given unless more than five percent of the fiber is used.

50% Wool

50% FurFiber

or

60% Wool

25% FurFiber

15% Angora  
Rabbit

## FUR PRODUCTS LABELING ACT

The consumer is assured by the FTC that any fur or fur product purchased is clearly labeled as to the name of the fur bearing animal(s) and type (new, used, damaged, scrap) fur comprising the product. The country of origin must also be stated. Fur products using dyed, bleached, or artificially colored fur must also be so labeled. The act has prohibited manufacturers from using fake or over-glamorized names such as Minx or Sableton for fur and fur products. Terms used in reference to natural fur such as guardhair or underfur can not be used on man-made fur. The label may read, "Looks like Fur" but not "Looks like Mink." These regulations make it possible for consumers to better judge the quality and price of fur products.

WPL 2698

100% Sable

Fur origin: Russia

WPL 6040

50% Mink

50% Bleached Fox

## FLAMMABLE FABRICS ACT

Many highly flammable fabrics have already been removed from the consumer's market. The act has made fiber and fabric manufacturers aware that nonflammable fibers and fabrics are a priority for textile researchers to develop.

The act covers:

- all wearing apparel, regardless of material, fiber content or construction.
- all fabrics sold for wearing apparel.
- all interior furnishings subject to regulations.

The act grants authority to the Secretary of Commerce to conduct research into the flammability of products, develop flammable test methods and testing devices.

## TEXTILE FIBER PRODUCTS IDENTIFICATION ACT

Regulations governing this act were developed to help the consumer know what fibers make up a textile product. Trademark and generic names may both be listed on a label

or hang tag. The generic name can be thought of as a family name, such as polyester, acrylic, nylon. Tradenames could be thought of as members of a specific family—Dacron Polyester, Fortrel Polyester, Kodel Polyester, Treveria Polyester.

Knowing the characteristics of each family of fibers will help the consumer know what performance he can expect from a product. Labels must state:

- The percentage in order of predominance by weight of each fiber making up five percent or more of the total weight.
- Fibers making up less than five percent of the total weight may not be named but must be listed as "other fibers," unless the fiber(s) have clearly stated functional purpose in the particular product.

RN 6295

70% Polyester

20% Wool

10% Other Fibers

RN 2541

81% Cotton

8% Acrylic

6% Linen

5% Nylon

RN 7486

96% Acrylic

4% Spandex  
for Elasticity

- The generic (family) names of all fibers present—five percent or more *must* be given.
- Tradenames for man-made fibers *may* be given. The generic name must accompany the tradename with the tradename in the same size print as the generic name.

RN 2165

100% Treveria Polyester

- The country of origin if the product is imported, unless the product is changed. Fabrics imported to the U.S. and made into garments by U.S. manufacturers do not require a country of origin on the label. Any fabric that is to be sold over the counter as piecegoods must have the country of origin.

100% polyester  
Imported: Japan

· If the garment has two or more parts such as skirts and jacket, information showing the fiber content of each part can be placed on one label.

· The face and back of pile fabric must be labeled separately and the proportion of face to back fabric must be given.

**RN 1592**

**100% Acrylic  
(Back is 60% of Fabric  
& Pile is 40%)**

· Labels on sectional garments, such as foundation garments, can be stated on one label provided the fiber composition of each section is identified.

**RN 2684**

**Front & Back Non-Elastic  
Sections: 100% Nylon  
Elastic: 100%  
Lyra Spandex**

· Fibers in trimming, braids, embroideries and ribbons—need not be identified if the trim is 15 percent or less of the surface area of the product.

· Piece-good fabrics must be labeled on the end of bolt, or attached tag or both.

· Remnants do not have to be labeled as to fiber content. If one fiber on a remnant fabric is mentioned, the total content by weight must be stated.

**RN 7291**

**80% Rayon  
20% Nylon**

· A biconstituent or multiconstituent fiber must be labeled as such with the generic name of the constituents in order of pre-dominance by weight.

· Biconstituent or multiconstituent fibers are man-made fibers, chemically different from one another, which have been combined together in a liquid state.

· The act also specifies that it is unlawful to remove or mutilate fiber content labels before textile products are delivered to the consumer.

**RN 5174**

**100%  
Biconstituent  
Fiber  
(65% Nylon,  
35% Polyester)**

· Generic names that must be used in labeling *man-made* fibers:

Acetate	Acrylic	Modacrylic
Triacetate	Anidex*	Nylon
Rayon	Azlon (1)	Nytril (1)
	Glass	Olefin
	Metallic	Polyester
		Rubber
		Saran
		Spandex
		Vinal (1)
		Vinyon

(1) Fiber which is not produced in U.S.

Anidex\* is the newest generic name. It is used in consumer goods to impart comfort stretch.

**Limitations of the Act**

· Fiber content alone on the label does not:  
indicate or guarantee quality  
specify expected performance  
give recommended care instructions

The law does not require distinction between original and improved yarn types within generic (family) classifications. For example rayon may have regular rayon yarns or high modulus rayon yarns. The high modulus yarns would give the fabric greater strength. However, no label distinction is required by law.

Another example: a fabric that contains Kodel Polyester may contain Kodel 4, which gives permanent whiteness or another Kodel fiber that does not offer the same degree of whiteness. Again no distinction is required on the label.

## CAUTIONARY LABELING

The FTC requires that manufacturers of glass fiber curtains and draperies and glass curtain and drapery fabrics include a cautionary statement on the label stating that skin irritation can result from handling or washing these glass fiber fabrics. Consumers are now made aware of injury to the skin in washing, sewing, or handling the glass fiber fabrics. They should also take extra precaution in thoroughly rinsing the container used for washing glass fabrics.

## PERMANENT CARE LABELING

The purpose of this regulation is to provide the consumer with the most appropriate care and maintenance procedure for textile wearing apparel. Permanent care guide instructions if followed should:

- eliminate product damage resulting from improper care procedure.
- help maintain the life expectancy of the garment.
- improve the ability of consumers to make more accurate cost comparison of wearing apparel.

### Items Covered

- articles of clothing that require care and maintenance for ordinary use.
- piece goods used by consumers to make apparel.
- domestic and imported textile products.

### Items Not Covered

- Headwear, handwear, and footwear including hosiery.
- Apparel that requires no care (such as disposable products)
- Piece good remnants sold in ten yard lengths or less when not cut from a fabric bolt.

### Items of Apparel Exempted by FTC Upon Petition

- Completely washable items retailing for \$3.00 or less.
- Articles whose appearance or usefulness will be severely altered by a permanently attached label.

## FORM AND NATURE OF PERMANENT CARE INSTRUCTIONS

Care instructions must be:

- Permanently attached to the clothing article.
- Piece good fabrics must be accompanied by a care label that can be permanently affixed

by normal household methods (sewing, ironing, etc.) to the finished article.

- Readable for the life-time of wearing apparel.
- Thorough.

Care instructions should give suitable methods of washing, bleaching, drying, ironing, and drycleaning.

Care instructions must warn the purchaser against care treatment which will alter the appearance or expected performance of apparel.

## VOLUNTARY LABELING

In addition to label information required by law, many manufacturers give supplementary facts to help consumers select and care for textile products. Some of these facts may be in the form of trademark or brand names.

Brand names or trademarks can appear on textile products along with the generic name provided the size and type print is the same as that used to indicate the generic name.

To understand information on the label, a consumer should know the three ways a fiber manufacturer sells his goods.

### 1. UNBRANDED FIBERS

The label only states the generic name of the fiber; no tradenames of fibers are given. Unbranded fibers have no end use restriction placed upon them by fiber manufacturers. For example, polyester fibers may be used for garments, carpets, tires and many other items. Each of these end uses requires different performance characteristics. Polyester fibers, made specifically for garments, should not be used in tires or carpets. If the consumer buys unbranded fibers, he doesn't know how the fiber is supposed to be used. And he doesn't know the quality: first, second or third.

## 2. BRANDED OR TRADE MARKED FIBERS

Fibers names such as Dacron or Kodel Polyester are registered as trademarks with the United States Patent Office. The trademark name may be used only in connection with that particular fiber manufactured by a particular company.

The trademark used on the label assures the consumer that fiber producers have controlled the *quality of the fiber*.

Most fiber manufacturers consider it their duty to produce quality-controlled fibers and yarns and offer technical assistance to fabric manufacturers. Fabric performance is still, for the most part, the responsibility of the fabric manufacturer.

## 3. LICENSING AGREEMENT

Under this arrangement, a manufacturer buys the right to use the licensed trademark of another company, for example, Fortrel Polyester of Celanese. In return he must meet certain standards set by the parent company,

in this case Celanese. Licensing agreements are applicable to fibers, yarns, fabrics, finishes and dyes.

Licensed trademarks benefit the consumer by insuring the product has been quality controlled at the *fiber and fabric* stage.

A textile product which is covered under a licensed agreement should give satisfaction in wear and care.

## GUARANTEED PERFORMANCE LABELING

This type of label tells the consumer that the textile product is guaranteed. Most textile products backed by guarantees are advertised to give satisfactory wear for a specified amount of time. Some guarantee programs deal with one segment of a fabric's wear performance. An example of this type guarantee is Everfast. This trademark on a label provides a money back guarantee for colorfastness in fabrics.

To establish a guaranteed program, a company sets up standards of quality and performance which must be met. A guaranteed performance label is only as good as the quality standards set forth by the company.

Examples of Guaranteed Performance Labels:

- Monsanto Chemical Company—Wear Dated

Monsanto Company guarantees that textile products containing their acrylic, nylon, and polyester fibers will give normal wear for a stated period of time or replacement or money back guarantee.

- Apparel is guaranteed for one year.
- Blankets are guaranteed for three years.
- Curtains, draperies and coverlets for two years.
- Sheets are guaranteed for five years.

• Dow-Badische Company guarantees apparel made from their Zefkrome or Zefran II Acrylic fibers will give normal wear for one year or replacement or money back guarantee.

• Collins and Aikman guarantees their Certifab bonded fabrics against fabric separation under normal wear when drycleaned or laundered in accordance with the garment manufacturers instructions.

Important: All three companies, Monsanto, Dow-Badische and Collins and Aikman, state that the sales slip and hang tag must be returned with the unsatisfactory merchandise if a replacement or refund is made.

The wool mark symbol indicates fabric made of high quality virgin wool. The label can be found on wearing apparel, blankets, and carpets. When the wool mark accompanies knitted garments, specific care instructions are provided. The wool mark is an international symbol.

Wool Mark Label





## FABRIC CARE

With the rapid developments in textiles, knowing just the fiber content is not enough. Washable fibers do not necessarily make a fabric washable; neither does a washable fabric mean that the garment is washable. Other factors such as fabric finish and method of applying finish, type of dye, notions, decorative trim, lining, and interfacing determine a garment's care.

Read the label before buying:

- 100 percent cotton or rayon fabric. Cotton and rayon fabrics may shrink from as little as 1 percent to as much as 12 percent in some knits.

- Bright, intense colored fabric such as shocking pink, oranges and similar colors are obtained by using fluorescent dyes which tend to fade over a period of use. Buy these colored garments for aesthetic pleasure, but expect these colors to become less intense and duller with washing and wearing.

- Printed fabric may show color loss because abrasion (wear) may rub some of the color off the fabric surface. To avoid excess loss, select fabrics where the print and dye on the back are almost as distinct as those on the face fabric. For good dye retention the back of the fabric should look nearly as good as the face fabric.

- Flocked designed fabric in which the flocking is applied by adhesive. The adhesive may not withstand washing or drycleaning. Most flock designs today *are* applied with an adhesive.

- Bonded or laminated fabrics. These fabrics may separate or shrink when washed or drycleaned. The Stoddard drycleaning solvent should be used on bonded and laminated fabrics for best care results.

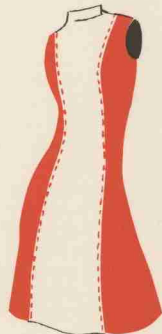
- Press-on linings and interfacings. These fabrics may shrink when washed or drycleaned. If shrinkage occurs, it is impossible to press the garment to a satisfactory smooth appearance.

- Fabrics which are chemically quilted—no threads, no stitching. These fabrics may lose their sculptured design partially or altogether when drycleaned.

- Fabric belts. When the face fabric is glued to a belt backing, it should not be drycleaned. Belt coverings that are stitched to the backing can be satisfactorily drycleaned. Many fabric belts have plastic backing that requires special handling.

- Fabrics with a special finish. Any fabric which has a special finish applied such as durable press, soil release, water repellent, vinyl coating should give explicit care instructions.

- Topstitched garment. Some colors such as navy and red have a tendency to "bleed." This could turn the topstitching an off color.



· Fake furs. Some man-made furs can be machine washed; others can be hand washed or drycleaned only. Most machine or hand washed fake fur needs to be brushed while the fibers are still wet to retain an attractive appearance.

· Leather and leather trimmed garments. Leather requires special drycleaning treatment to prevent it from stiffening and becoming hard. Suede also has to be cleaned by appropriate drycleaning methods.

· Metallic fabrics. All metallics are sensitive to abrasion and flexing. Some can be washed and ironed at low temperature; other fabrics have to be drycleaned. The drycleaning solvent which gives best cleaning results on metallics is perchloethylene.

· Wet look fabric. Three different fabric constructions are used to give the smooth, high-gloss look:

- (1) Expanded or supported vinyls with knit or woven backing;
- (2) Unsupported film which may be clear, transparent, or printed;
- (3) Resin finished fabrics, either vinyl or modified polyurethane.

Fabric construction determines the method of care. Modified polyurethane resin finished fabrics can be drycleaned; supported or expanded vinyls should be wetcleaned. If the fabric has a woven or knit backing, it is an expanded or supported vinyl.

· Vinyon and olefin fabric. These two generic fibers are very heat-sensitive and should be clearly labeled with a warning. Vinyon is a vinyl made from polyvinyl chloride. Olefins are made from polypropylene and polyethylene. These fabrics are drycleanable; however, they cannot withstand the high temperature used in the drycleaner's finishing process. Heat shrinkage occurs.

· Decorative trim. Some decorative trims that may cause trouble in cleaning a garment are beads, sequins, paillettes and plastics. All plastic trims and notions such as buttons will melt in drycleaning. Since labels are the only way a consumer has of obtaining care information, it is very important to read and understand information on the label. Just as important to note is what is *not* included on labels.



## A GOOD INFORMATIVE LABEL

A good informative label should be clear, concise and complete and tell the consumer the following:

- Fiber content.
- Special finish that gives specific appearance or serviceability qualities to a fabric.
- Colorfastness.
- Percentage of shrinkage.
- Specific directions on how to care for the garment.
- Trim composition if any is used and the care it requires.
- Licensed trademark or guarantee of the product; if applicable.
- Size of garment.
- Price

## KEEPING UP WITH LABELS AND HANG TAGS

Many ways of filing hang tag information have been devised for the consumer. Even though labels are now permanently attached you may still have some care information from previous hang tags that needs to be kept. Here is a way to make your own permanent care label.

Fabric suitable for making permanent care labels should be firmly woven. Broadcloth and iron-on interfacing fabrics are excellent label fabrics. Hang tag information can be transferred to the fabric label by using a fabric pen marker or typewriter. Labels may be permanently attached to a seam line or facing by machine sewing or hand sewing. An iron can be used to apply an iron-on fabric label. Caution: most man-made fibers are heat sensitive and cannot take the hot temperature needed to permanently affix the iron-on interfacing to the garment.

## EXAMPLE OF A GOOD LABEL

**Easy-to-Care for  
100% Nylon Jersey**

**Completely  
Hand Washable Including  
Shape -Retaining Plastic  
Foam Shoulder Pads and  
Belting.**

**Hand Wash in Lukewarm  
Water and Mild Soap or  
Detergent. Rinse Thoroughly.  
Squeeze Gently,  
Do Not Wring. Roll Dress  
in aTowel.**

Ready-made garment

**100% Cotton Face**

**100% Kodel Polyester Fill**

**100% Acetate Backing**

**Little or No Ironing  
Crease Resistant-  
Preshrunk  
Washable-  
44"-45" Wide  
Price \_\_\_\_\_**

Piece-goods fabric

*Grateful acknowledgement is given to the National Institute of Drycleaning and the National Institute of Laundering for help in preparing this publication.*

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



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