



Bra Miljöval Textiles

Information about labelling

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This information about the labelling of textile products, along with “Bra Miljöval Original, Use of the Bra Miljöval ecolabel” (not available in English), are appendices to Bra Miljöval Licence Terms. The rules for the use of the label and the labelling profiles are made up of these appendices and the Bra Miljöval Licence Terms Textiles, General terms and Special terms.

At the point of purchase, it must be clear to the customer that a product has the Bra Miljöval ecolabel. This must be achieved by means of a visible label or equivalent, on or in the product being sold to the end user. Exemptions are made for second-hand products, where signs adjacent to the products can be used instead.

In the case of sales between companies where labelled products have been packed together, the information must be placed in the joint package. In the case of onward sales to the end user, however, the individual product must be marked with Bra Miljöval on a visible label or equivalent.

The licensee must send material relating to information about Bra Miljöval labelling to the Swedish Society for Nature Conservation (SSNC) for approval.

The written information to the customer must include the Bra Miljöval logo as well as the labelling profile Bra Miljöval for textiles.

Logos can be downloaded from the SSNC’s website.

In order to spread awareness about Bra Miljöval and the fact that the Swedish Society for Nature Conservation is responsible for this ecolabel, we are happy for this connection to be presented on the licensee’s website and in information material.

In the written information, reference may be made to the SSNC’s website so that the customer can find additional information about the Bra Miljöval ecolabel for textiles.

Examples of how the Bra Miljöval logo is combined with labelling profiles for the textile content:



Bra Miljöval

- Fibre
- Finishing



Bra Miljöval

- Fibre
- Finishing



Bra Miljöval

- Second hand



Bra Miljöval

- Re-design



Bra Miljöval

- Re-design
- Finishing



Bra Miljöval

Second hand



Bra Miljöval

Re-design

Development of labelling profiles

Labelling profiles in the form of filled, coloured circles must be used for all textile products that are labelled with Bra Miljöval. Signs for second-hand products are exempted from this obligation.

Bra Miljöval cannot be applied for solely on the basis of fibre content or finishing¹. For Re-design, the section on finishing may be relevant, for example if the material is dyed or has a print motif.

The labelling profile for Bra Miljöval for textiles comprises either one circle or two circles in combination.

The circles are completely filled in with green or black, and may be fully or partially darker or lighter. The darker colour shows that the requirements for Class I are satisfied, whereas the lighter colour shows that Class II is achieved. Information about colour codes for the dark colours can be found in appendix “Bra Miljöval Original, Use of the Bra Miljöval ecolabel”. The light colours have the same colour code as the dark colours, but have been toned down to 50%.

The circle should communicate to the end user the fact that, regardless of Class, the labelled product represents a good alternative from an environmental perspective.

Bra Miljöval Second hand

Second hand for textiles is indicated with a logo together with a filled circle followed by “Second hand”, and can only comprise Class I.



Second hand

Second hand

Bra Miljöval Re-design, Bra Miljöval Re-design with Finishing

Re-design is indicated with a logo together with either a filled circle followed by “Re-design” or in combination with a circle followed by “Finishing”. Only the finishing section can comprise two classes.



Re-design

Re-design



Re-design



Finishing

If additional processing in the form of finishing is included as part of the re-designed textile product, the labelling profile must include “Finishing”. Information about how this is produced can be found later in this document.

¹ “Finishing” in the context of the criteria and labelling of Bra Miljöval, means that the textile material has been further refined e.g. through bleaching, dyeing, printing, softening. More generally is the common expression wet processing, where finishing is one part.

Bra Miljöval Fibre and Finishing

Newly produced textile products are labelled with a logo together with two filled circles followed by “Fibre” and “Finishing” respectively. Both can consist wholly or partially of Class I and Class II.



Fibre



Finishing

A fibre that does not satisfy all the requirements stipulated for Class I is classified in its entirety as Class II.

If the product contains several types of fibre, or fibres of Class I + II, the percentage by weight of each proportion is calculated. These proportions are indicated as percentages in the labelling profile.

For a product comprising several textile sections, the percentages in the various sections contribute to the final labelling of the fibre content.

The preparation processes are divided into three parts

- Pre-treatment
- Dyeing and printing
- Finishing, including coating and lamination

During the pre-treatment, the textile material is prepared for subsequent processes. This part includes e.g. bleaching to turn the material white.

If the material is to be coloured, this can take place through dyeing and/or printing. Otherwise it proceeds directly to finishing.

Most textiles that are sold to consumers undergo some form of finishing. This can include everything from basic chemical treatment that produces a softening effect, to more complicated treatments in several process stages.

In the labelling profile Bra Miljöval for textiles, every third of the “Finishing” circle represents one of the preparation processes: pre-treatment, dyeing/printing or finishing. If any of the aspects deviates in one or more ways from Class I, this specific aspect will be classified as Class II. The other aspects will not be affected.

For a product that consists of several textile parts, the same rules apply as if it only consisted of one part, i.e. a deviation from Class I during preparation results in the part being classified as Class II.

Examples of labelling profiles for various products:

White T-shirt treated with softener

100% organic cotton:	Class I
Pre-treatment:	Class I
No colour:	Class I
Finishing:	Class I



Fibre



Finishing

White, garment printed T-shirt treated with softener

100% organic cotton:	Class I
Pre-treatment:	Class I
Printing:	Class II
Finishing:	Class I



Fibre



Finishing

Dyed, wrinkle-free treated shirt

50% organic cotton:	Class I
50% cotton BCI:	Class II
Pre-treatment: (warp size (II))	Class II
Dyeing:	Class I
Finishing:	Class I



Fibre



Preparation

Wrinkle-free treated shirt comprising 3 fabrics (woven)

Fabric 1 (50% by weight)

100% organic cotton: Class I
 Pre-treatment: Class I
 Dyeing: Class I
 Finishing: Class I



Fibre



Finishing

Fabric 2 (40% by weight)

50% organic cotton: Class I
 50% cotton BCI: Class II
 Pre-treatment: Class I
 Dyeing: Class I
 Finishing: Class I



Fibre



Finishing

Fabric 3 (10% by weight)

100% organic cotton: Class I
 Pre-treatment: Class II
 (recovery of caustic soda 50%)
 No colour: Class I
 Finishing: Class I



Fibre



Finishing

Final labelling profile of shirt made of 3 fabrics.

Fibre content:

Organic cotton: $50\% + 40/2\% + 10\% = 80\%$ Class I

Cotton BCI: $40/2\% = 20\%$ Class I

Finishing:
 Pre-treatment: Class II
 Dyeing: Class I
 Finishing: Class I



Fibre



Finishing

NOTE: This text is a translation. The original Swedish version always prevails.