

TESTEX®

Deep Dive Sessions

Ist Langlebigkeit der Schlüsselfaktor in der textilen Kreislaufwirtschaft?

TESTEX AG

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30.10.2024, Kerenzerberg, Filzbach



Zukunfts
forum
gemeinsam
impact
steigern



Focus





What is Circularity?

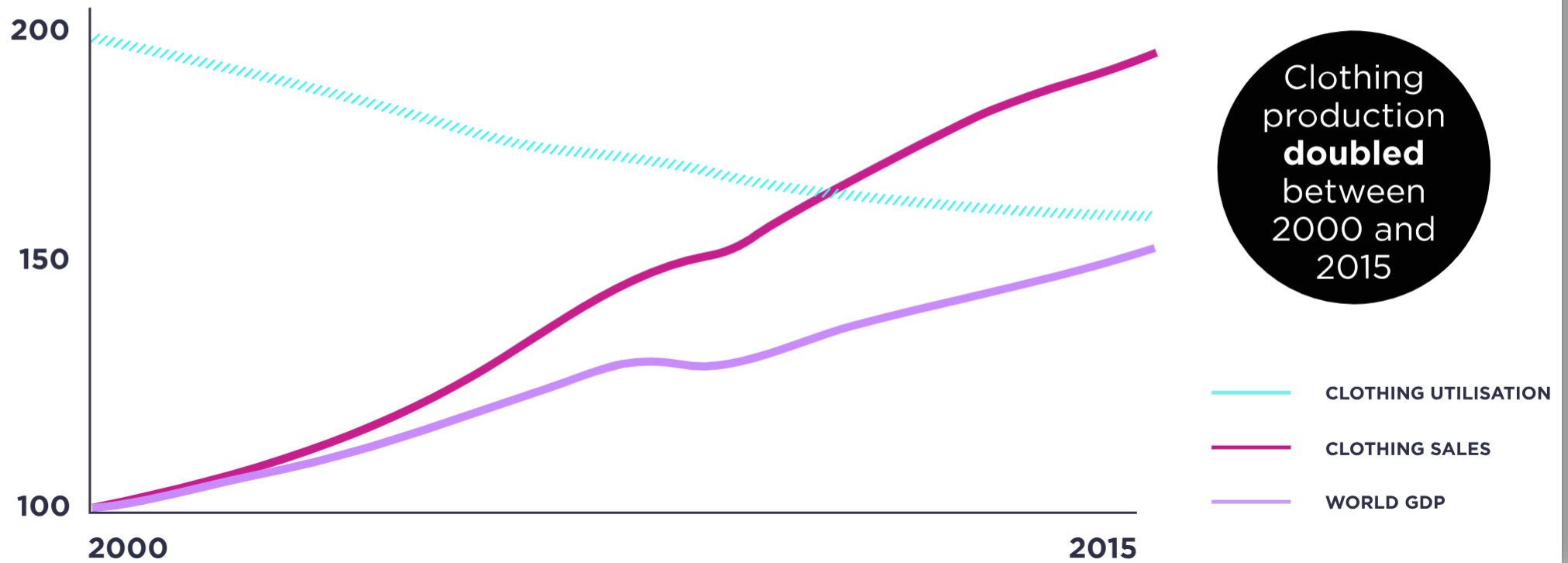
Reduce, Reuse, Recycle

- Represents a commitment to **minimise waste** and **maximise the lifespan** of textiles
- Through **responsible** design, production, and consumption
- Goal of the circular economy is to **preserve resources**, combat climate change and reduce pollution
- Requires products **life to be extended** after it has been consumed once
- Products and materials are given new life: through **reuse, repair, and recycling - they never become waste.**

Importance of Circularity



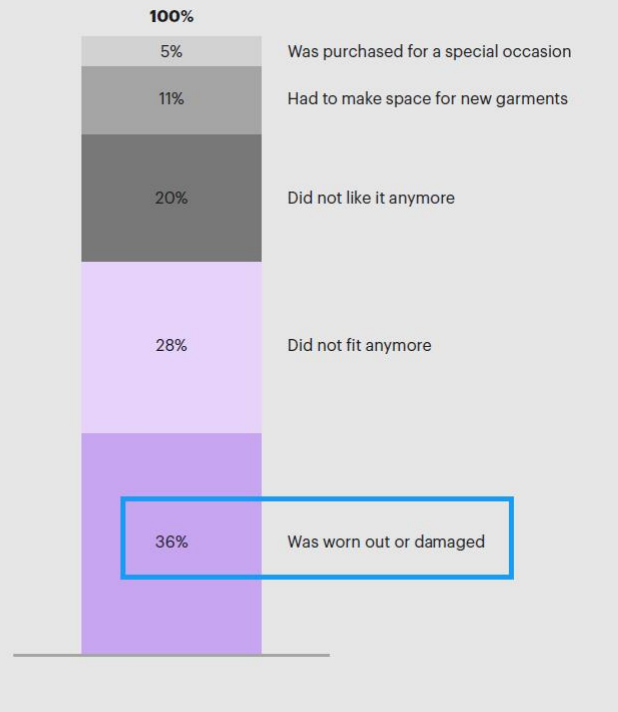
Growth of clothing sales and decline in clothing utilisation since 2000



Source: EllenMacArthur Foundation, 2021

Consumer behavior linked to Circularity

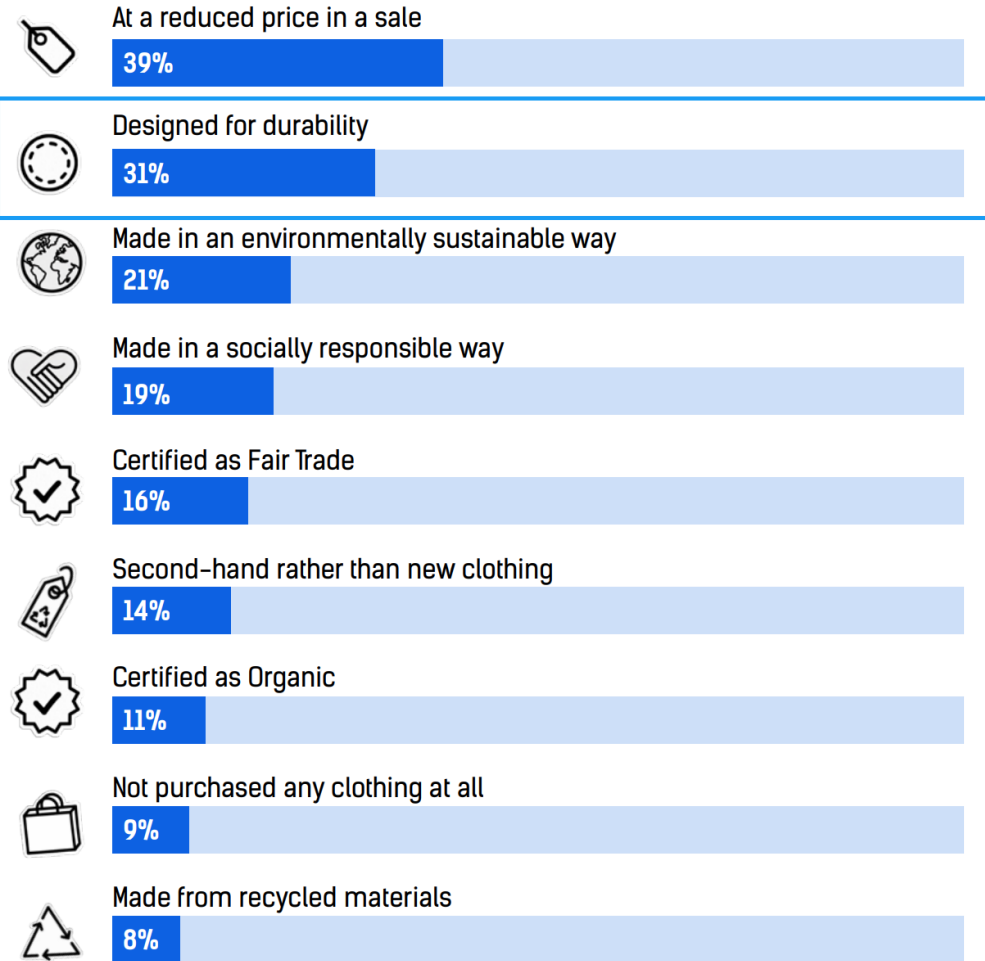
Figure 2
Consumers get rid of garments for a variety of reasons



Source: Kearney analysis

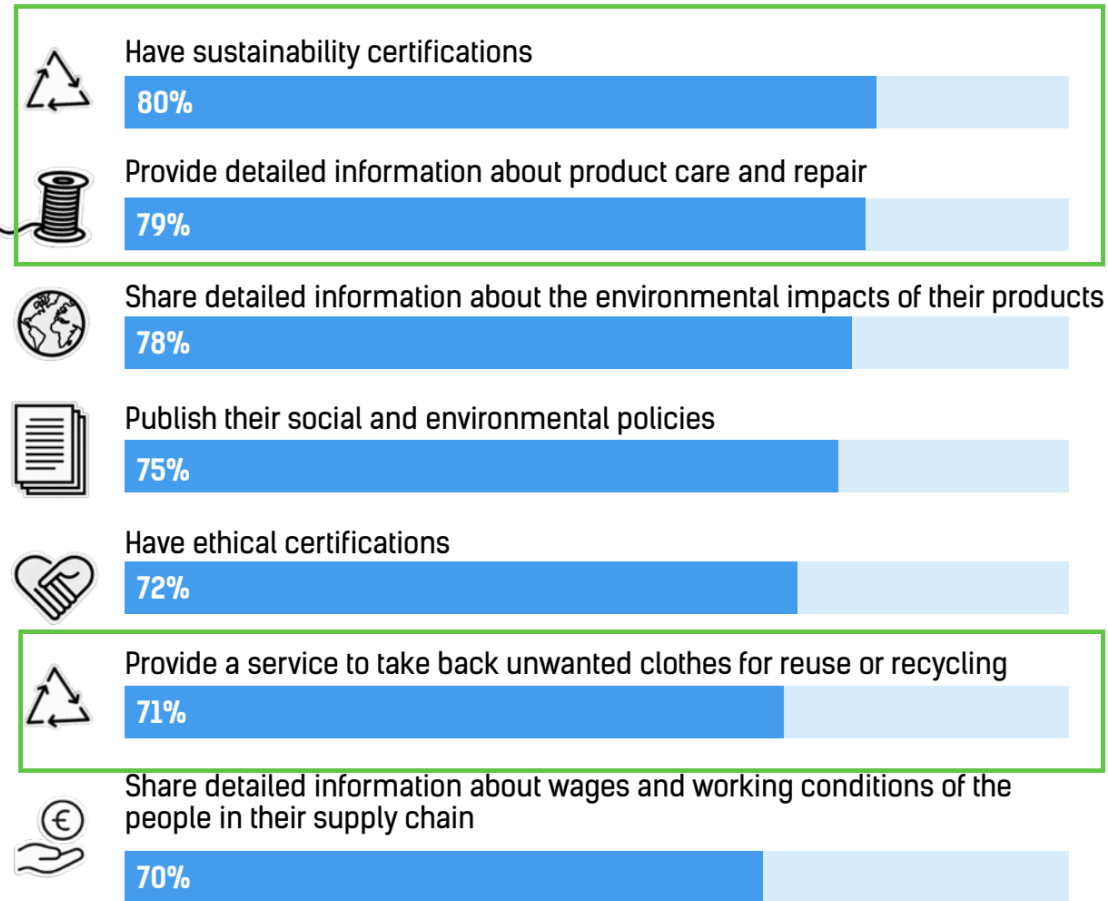
Source: <https://refashion.fr/eco-design/sites/default/files/fichiers/Can%20circularity%20save%20the%20fashion%20industry.pdf>

In the last 12 months, how many people have tried to purchase clothes in the following ways...



Consumer behavior linked to Circularity

When choosing a clothing brand to buy from, how many consumers agreed that it is important for brands to...



Initiatives supporting Circularity



Product Environmental Footprint (PEF) and PEF Category Rules (PEFCR)



PEF

Methodology measuring the environmental footprint of products following similar rules across the European Union.

PEFCR

Product category-specific rules that detail how to apply the PEF method to a particular type of product, in this case textiles.

Challenges

- **Standardization:** PEF aims to create a single framework for assessing environmental impacts.
- **Continuous improvement:** PEF encourages textile companies to optimize their processes to reduce their ecological footprint.
- **Transparency:** PEF helps build consumer confidence in the environmental claims made for textile products.

TESTEX CIRCULARITY

Phase 1 - Durability



Launch Date September 2024

Focus Tested for Durability

Validity 1 year

Includes

Test Report

Certificate

Label

Durability Testing (based on PEFCR methodology), covering among other:

- Product Deformation
- Fabric Strength
- Fabric, Seam and Accessories Aspect Damage
- Colour Damage

Testing Scope

- Tests based on intended use and technicity of the user
- Customized testing plans according to product sub-category

Next Step:
Inclusion of **repairability & recyclability** modules by end of 2024.
Completion of a questionnaire for both repairability and recyclability will be required.

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Benefits

- ✓ **Longevity Assurance:** Verify the durability and longevity of the textiles.
- ✓ **Sustainability Showcase:** Demonstrate our clients' commitment to sustainability.
- ✓ **Anticipating future regulations:** By preparing for future environmental regulations and investing now in sustainable products, brands can avoid higher compliance costs in the future.



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Applicability

The subcategories are segmented as follows:

- first, products are classified according to their level of technicality to determine the appropriate tests.
- Second, they are classified by their intended use, allowing the tests to be adjusted accordingly.
- You can find the subcategories and segments here:
- They are listed in TESTEX CIRCULARITY Standard.

Subcategory	Segment
T-shirts	Woven, All uses
	Knit, Non-sport
	Knit, Sport
Shirts & Blouses	Woven, All uses
	Knit, Non-sport
	Knit, Sport
Sweaters & midlayers	All technicities, Non-sport
	All technicities, Sport
Jackets & Coats	Woven, Non-sport
	Woven, Sport
	Knit, Non-sport
	Knit, Sport
Pants & Shorts	Woven, Non-sport
	Woven, Sport
	Knit, Non-sport
	Knit, Sport
Dresses, Skirts & Jumpsuits	Woven, All uses
	Knit, Non-sport
	Knit, Sport
Leggings, Stockings, Tights and Socks	Classic thick, Non-sport
	Classic thick, Sport
	Sheer, All uses
Underwear	Woven, All uses - Tops
	Woven, All uses - Bottoms
	Knit, All uses - Tops
	Knit, All uses - Bottoms
Swimwear	Woven, All uses - Tops
	Woven, All uses - Bottoms
	Knit, All uses - Tops
	Knit, All uses - Bottoms

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PHASE 2 – Including Reparability & Recyclability

Advantages

- Clothing designed **to last**
- Assurance that products are **easily repaired and recycled**
- Support for **sustainable growth** with limited environmental impact
- Comprehensive **testing** of material and construction quality
- Encouragement for consumers to repair, reuse, and recycle garments
- Crucial role in reducing waste and **optimising resources**
- **Commitment** to environmental and social responsibility

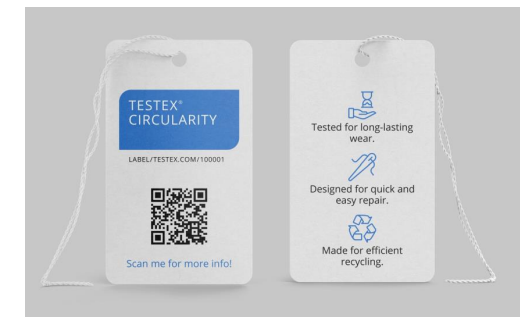


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Complementary offer to OEKO-TEX® certifications

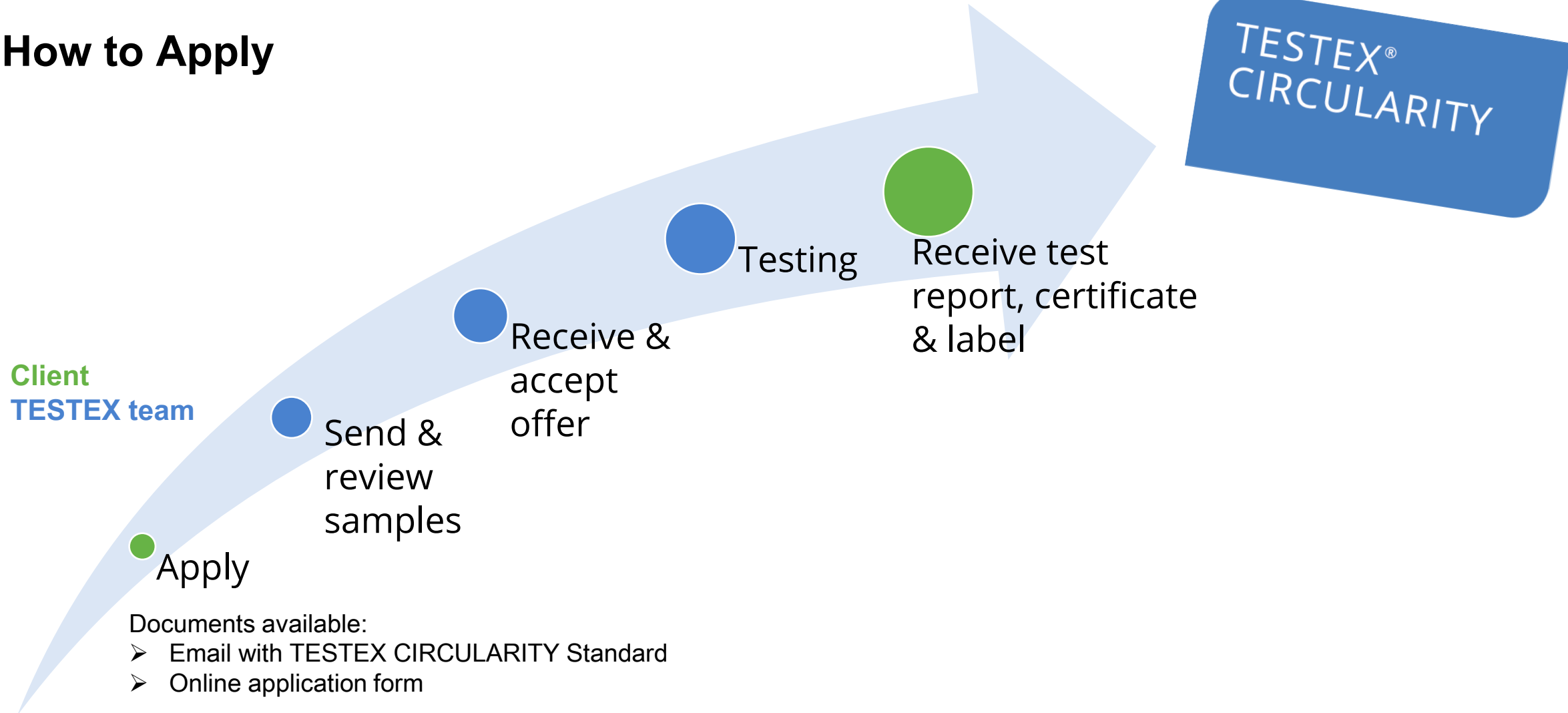
- Environmental and social responsibility are the key to developing a sustainable textile industry, and **certifications** focus primarily on the **manufacturing phase of textiles**.

- **TESTEX's new label** focuses on the **consumption** and **end of life stages** of a garment, guaranteeing durability, repairability and recyclability. This gives brands and manufacturers the opportunity to express their commitment to both circularity and sustainability.



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How to Apply



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Certificate & Label



The image shows two side-by-side panels representing the certificate and label layout. The left panel is a certificate with the TESTEX logo at the top, followed by 'CERTIFICATE DURABILITY part of the TESTEX CIRCULARITY label'. Below this is a 'Customer name' field, followed by 'Product: xxx', 'Article Description: xxx', 'PEFCR subcategory: xxx', and 'PEFCR segment: xxx'. At the bottom, it states 'This certificate 000000 is valid until DD/MM/YYYY' and includes a signature line for 'John Doe' with 'Zurich, DD/MM/YYYY' and contact information for 'Swiss Textile Testing Institute'.

The right panel is a label layout overview. It includes fields for 'Type: TESTEX Durability', 'Certificate Number: 000000', and 'Report Number: 000000'. Below these are 'Subcategory: T-shirts' and 'Segment: Woven, All Uses'. A table shows 'End of Life Category' with columns for 'Bronze', 'Silver', and 'Gold'. The table rows are 'Product Deformation', 'Fabric Strength', 'Fabric Aspect Damage', 'Seam Aspect Damage', 'Accessories Aspect Damage', and 'Colour Damage', each with a progress bar and a right-pointing arrow.

Second step

Validity: 1 year

PRINT LABEL - LAYOUT OVERVIEW AND MINIMUM SIZES

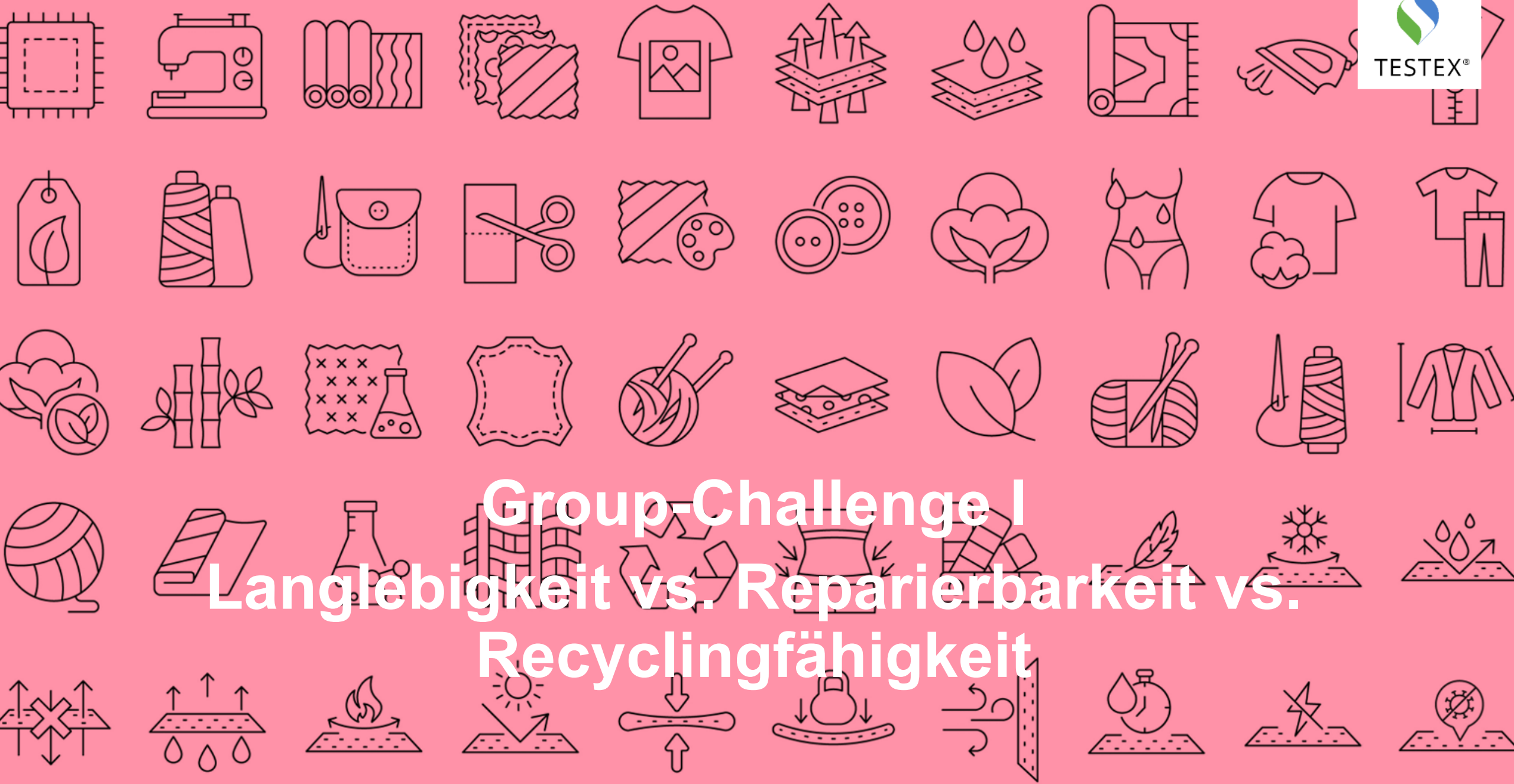
The image shows four different label layouts with their respective minimum sizes:

- Label 1: 15 x 12 mm. Contains 'TESTEX CIRCULARITY' and 'TESTEX.COM/LABEL/000000'.
- Label 2: 15 x 28.5 mm. Contains 'TESTEX CIRCULARITY', 'TESTEX.COM/LABEL/000000', and a QR code.
- Label 3: 36 x 15 mm. Contains 'TESTEX CIRCULARITY', 'TESTEX.COM/LABEL/000000', and a QR code.
- Label 4: 30 x 18 mm. Contains 'TESTEX CIRCULARITY' and 'TESTEX.COM/LABEL/000000'.

Each label is accompanied by the text 'Certificate + URL' or 'Certificate + URL + QR-Code'.

Traceability is key
QR Code to dummy certificate





Group-Challenge I

Langlebigkeit vs. Reparierbarkeit vs. Recyclingfähigkeit

FACTS

VS

MYTHS

**Group-
Challenge II**

Wrap-Up & Take-Away

