

# SUMMARY OF COLORFASTNESS TEST RESULTS

## PROCEDURE:

A random sample of 622 textile products purchased in retail stores across the country, all labeled "Do Not Bleach", and representing all types of apparel, sheets and towels, was tested by an independent laboratory for colorfastness to laundering in:

- **DETERGENT**
- **DETERGENT PLUS CHLORINE BLEACH**
- **DETERGENT PLUS NON-CHLORINE BLEACH**

All procedures were industry recognized protocols.

Evaluations were conducted against the most stringent industry standards, under laboratory conditions, by textile professionals.

An item "passed" if shade change after testing was rated a "4" on the grey scale. If any segment of the garment "failed", the entire garment was considered to have failed.

## RESULTS:

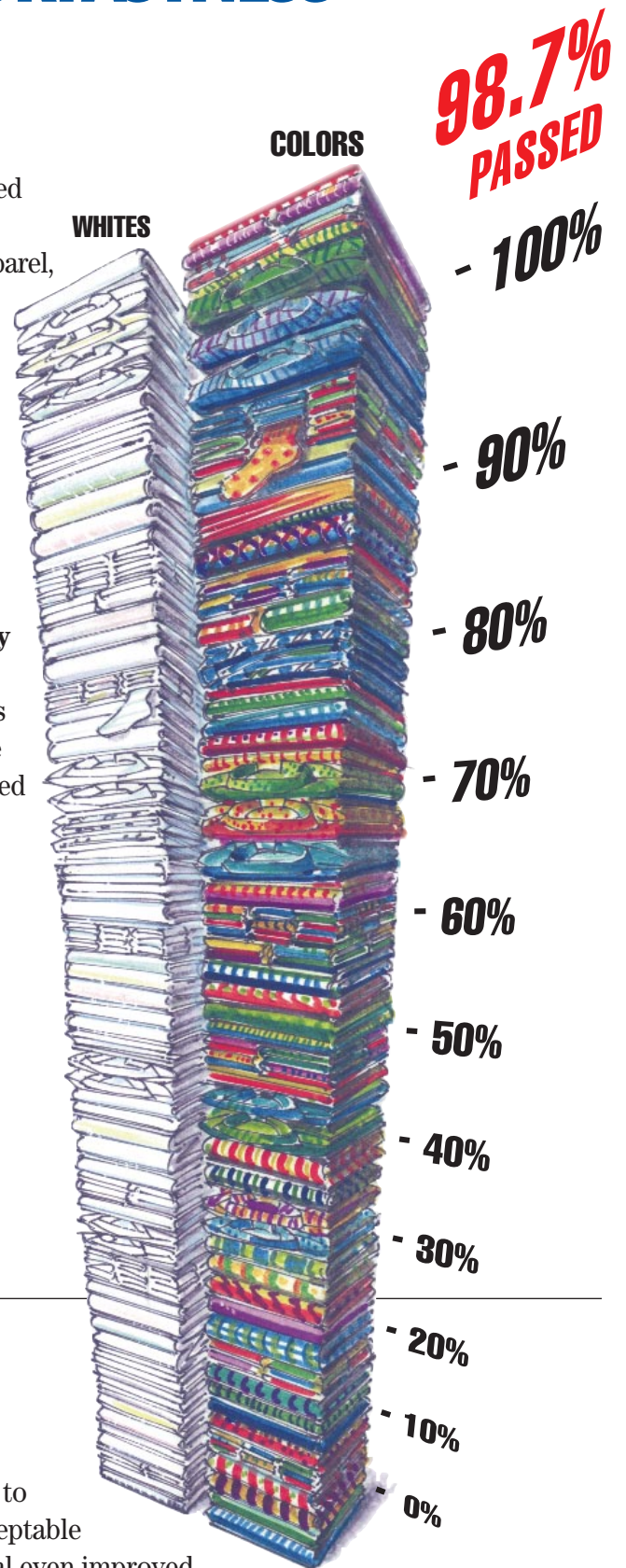
IN THIS SAMPLE OF 622 PRODUCTS LABELED "DO NOT BLEACH":

- **262 SHOULD BE LABELED**  
"Bleach When Needed"
- **352 SHOULD BE LABELED**  
"Non-Chlorine Bleach When Needed"
- **ONLY 8 COULD BE LABELED**  
"Do Not Bleach"

## NON-CHLORINE BLEACH:

- **98.7% OF PRODUCTS PASSED AT GRAY SCALE 4.0 OR BETTER.**

Every garment, towel and sheet tested colorfast to non-chlorine bleach, at the more commonly acceptable industry standard of 3.5 grey scale rating. Several even improved color appearance in non-chlorine bleach vs. detergent alone.



**RESULTS OF THIS COMPARISON  
CHART OF 622 TEXTILE PRODUCTS  
LABELED "DO NOT BLEACH"  
INDICATE THAT:**

	(Base # of items)	WHITES (94)		COLORS (528)		TOTAL ITEMS (622)	
		#	%	#	%	#	%
<b>262 PRODUCTS SHOULD BE LABELED... "Bleach When Needed"</b>	<b>AATCC 5A OR EQUIVALENT PASSED AT 4.0 OR BETTER:</b> Items Passed	84	89.4%	178	33.7%	262	<b>42.1%</b>
<b>352 PRODUCTS SHOULD BE LABELED... "Non-Chlorine Bleach When Needed"</b>	<b>AATCC 172 OR EQUIVALENT PASSED AT 4.0 OR BETTER:</b> Items Passed	94	100%	520	98.5%	614	<b>98.7%</b>
<b>ONLY 8 OF THE PRODUCTS COULD BE LABELED... "Do Not Bleach"</b>	Two towels (navy and burgundy). One navy chamois shirt. Velour trim on four girls dresses. One red blouse (passed on re-test).						

The incorrectly labeled "Do Not Bleach" products tested, are representative of the millions of textile products that consumers are finding in stores all across the country.

Recently completed independent consumer research confirms 4 out of 5 consumers **DO READ** care labels -- and 2 out of 3 will switch brands to purchase bleachable product. This preference information suggests that **retailers and apparel manufacturers are losing millions in sales and profits** unnecessarily due to incorrectly labeled products.

Bleachability is important to consumers. Recent independent consumer research confirms bleachable garments are considered to be of **higher quality, better value and more durable**. Therefore, **care labels can be valuable marketing tools** -- when properly labeled "Bleach When Needed" or "Non-Chlorine Bleach When Needed".

## ABOUT TEXTILE INDUSTRY AFFAIRS

For over 25 years Textile Industry Affairs has assisted apparel/textile professionals in understanding and implementing the FTC Care Label Rule. We continue to fund research and provide free information and resources to the textile/apparel industry.

You can have the advantages of fast, easy and ecologically responsible bleach testing. By combining a thoroughly documented presumption of innocence for color-safe bleaches and a simple,

reliable drop test for chlorine bleach safety, you can eliminate a costly and time intensive step in your care label procedures.

**For free assistance contact:**

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