

Comment to FTC Care Label Roundtable March 28, 2014

The presentation by Peter Sinsheimer at the Care Label Roundtable showed that the current FTC care label is deceptive. Consumers are swayed to believe that non aqueous solvent dry cleaning is the only available dry cleaning method for garment care and that there are no other options.

An easy solution is for the FTC to require both aqueous and non aqueous dry cleaning to be displayed on the care label. By doing so, the FTC will have covered all dry cleaning methods available at this point in time. An "A" with a circle currently represents all non aqueous solvents including solvents that were recently introduced to the dry cleaning industry and a "W" with a circle would represent all aqueous solvents including various forms of professional wet cleaning.

As professional wet cleaning is readily available and widely used in the dry cleaning industry, consumers need to be informed of their options for the care of their garment. It is widely understood that consumers do not understand the care labeling of their garments. However, when the care label is deciphered and explained to them they more often than not, choose the aqueous method whether that be professional wet cleaning, professional laundering, or washing at home. Consumers have the right to know all the available cleaning methods for their particular garment.

Thank you for your time,

Karl Huie

Pacific Heights Cleaners