

# International Manifesto for a Circular Professional TEXTILE Care INDUSTRY

## Introduction

The world is in a state of awareness around the topic of sustainability.

In order to save our planet humans need to take responsibility and change their behavior from ego- to eco-centric in order to safeguard our collective future By creating a more circular economy.

The clothing and textile industry produces greenhouse gas emissions of 1.2 billion tonnes annually (source: Ellen MacArthur) and has expressed the intention to fundamentally change and lower its ecofootprint. Within the supply chain, the professional textile care industry could play a vital role extending the lifetime of textiles and supporting the recycling process. CINET is inviting parties to jointly develop new initiatives towards a circular textile economy.

In order to adapt and evolve CINET and its members in the professional textile care (PTC) industry are committing to be part of the change towards a more circular economy. We aim to inspire and be an example that people want to join and follow.

## Principle of Operation

The 17 UNESCO Sustainable Development Goals are anchors which we use for reflection and international guidance.

## Purpose of the Business

*“Professional Textile Care is the sustainable day-care for your garments & textiles*

From our position of leadership we will show that we are taking responsibility, with everything we do in service to fulfil our promises towards a sustainable & circular future.

## The Promises that drive our business:

### Foundations

Our heritage is a foundation of craftsmanship and radiates throughout our innovations, fulfilling the intrinsic needs of being clean and hygienic.

### **Motivations**

The ambition to excel in making you and your garments/textiles as well as linen shine.  
We help to unburden you from your laundry and clean textiles in the most sustainable way possible.

### **Communications**

Clothing & textiles are personal, and so are our services and our people  
In our messaging we exhibit transparency, trustworthiness and premium standards.

### **People**

Great results are the default expectation and as such it matters who's actually doing the laundry. We want to provide the feeling of relief and happiness in not having to do the laundry themselves, without worries.

## **The promises that we aim to fulfil for our customers:**

### **Craftsmanship**

Protect the world, protect the garments, craftsmanship in every step of the way, make a statement, for fashion and for the world.

### **Enjoyment**

Allow yourself to enjoy convenience by acting now.

### **Selfcare**

PTC is about selfcare and rewarding yourself. By being groomed well

### **Contribution**

Belong to a bigger common goal, be an ambassador for a better future! See instant tangible results on water savings, CO<sub>2</sub> reduction and lesser microplastics in the ocean through PTC.

24% less CO<sub>2</sub> emission per kilo washed textile

80% of fresh water saved annually per inhabitant

-17,7 million synthetic fibers that end up in our oceans

### **Audience**

- Add 'elderly at home', construction & maintenance,

### **Message**

- Save time & the earth by joining our laundry service

