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DURABILITY AND HIGH PERFORMANCE (HP) MARK

SEP 20, 2022

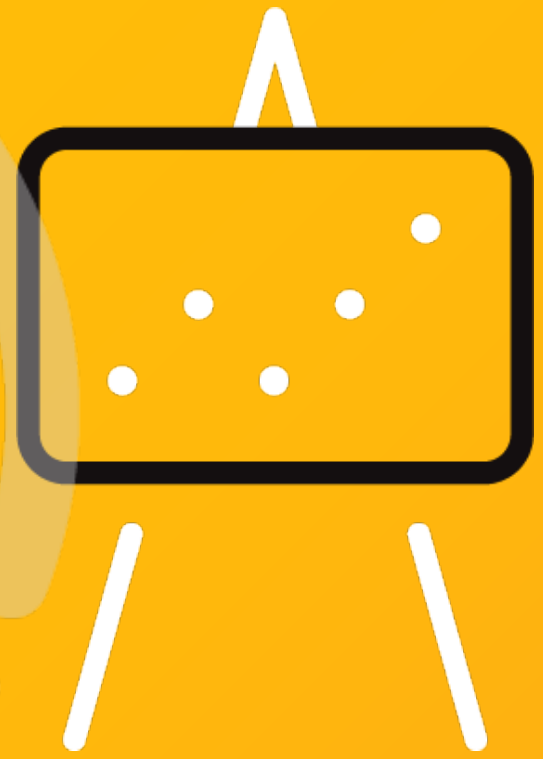
Simon Tse – Senior Technical Director
Global Softlines



WELCOME TO THE WEBINAR

Before we begin, here are some housekeeping items:

- All participants will have their lines automatically muted. If you have questions during the webinar, please type them into the chat.
- The webinar recording and presentation file will be shared with you afterwards.



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OUR SPEAKER TODAY



Simon Tse

Senior Technical Director,
Global Softlines

- Over 20 years of experience in the quality assurance industry, specializing in apparel and footwear.
- Chartered Colorist (CCol ASDC) granted by The Society of Dyers and Colorists and the Certified Six Sigma Green Belt (CSSGB).
- Currently manages the Global Softlines Technical Team in Hong Kong, which gives support to technical alignment, interpretation and training for Intertek's global network of textile labs.
- Graduated with a Bachelor's Honors Degree in Textile Chemistry, Master of Science in Testing and Certification, and Master of Business and Administration (MBA).

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AGENDA

01 **Definition of Durability**

02 **Overview of the parameters for durability evaluation**

03 **Why “Durability” is important**

04 **How garments can be more durable**

05 **The Intertek High-Performance Mark**

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01

DEFINITION OF DURABILITY



DEFINITION OF DURABILITY

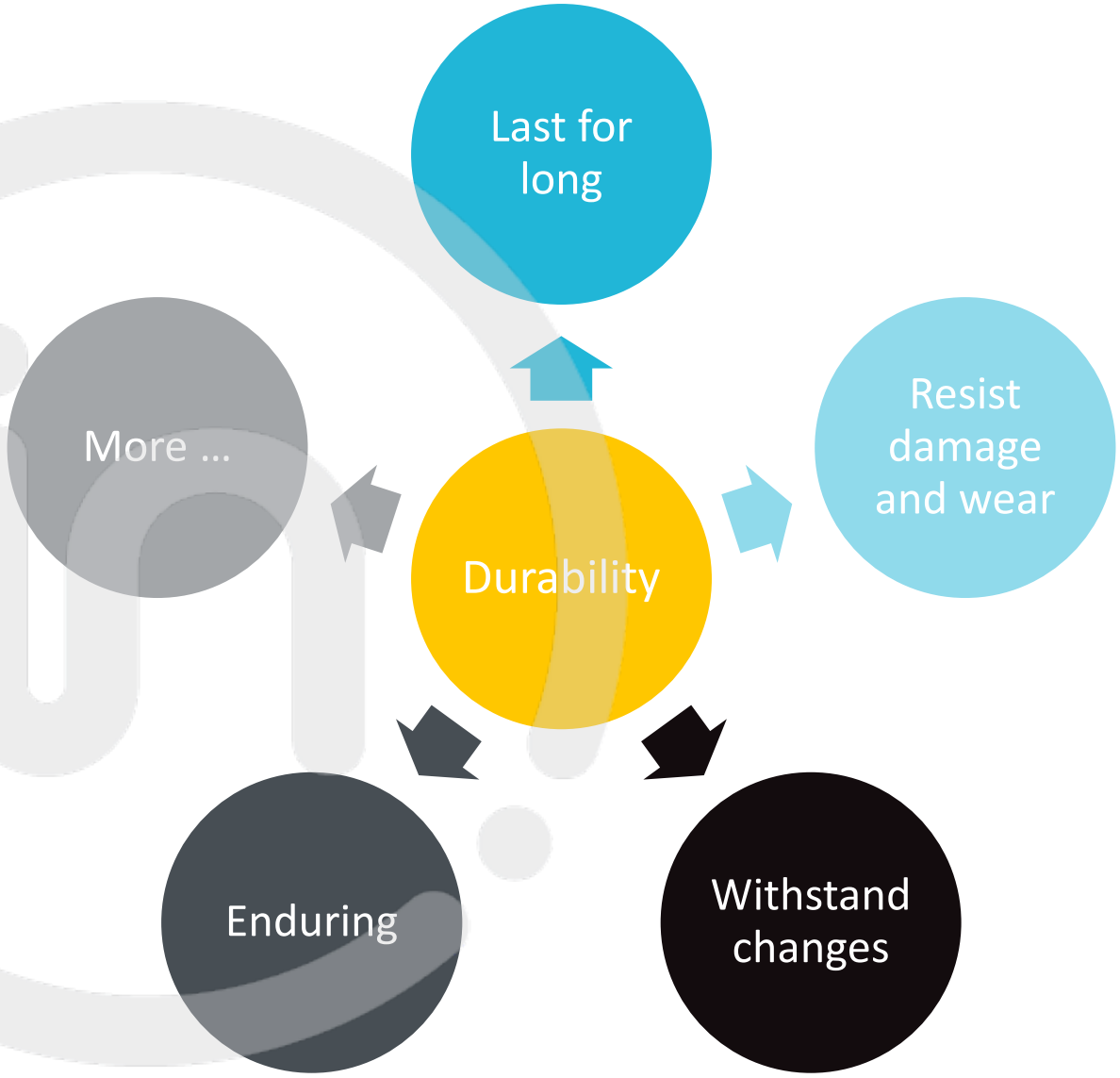
More relevant interpretation from textile experts are:

- **Physical durability**

The ability of a physical product to remain functional and resist damage and wear without requiring excessive maintenance or repair, when faced with the challenges of normal operation over its design lifetime (e.g. pilling)

- **Emotional durability**

The ability to takes into account the relevance and desirability to the user (e.g. fit and taste).

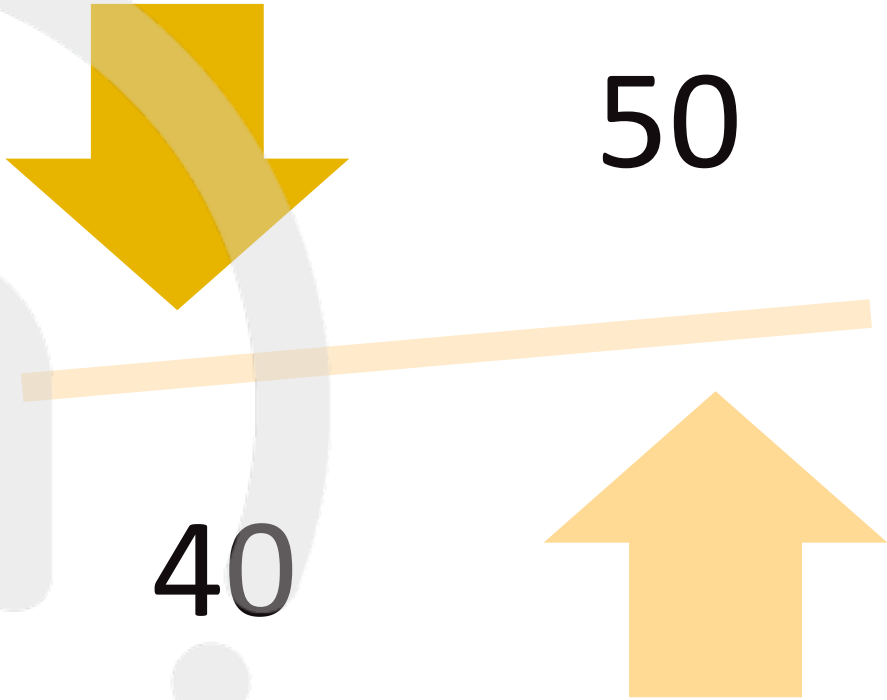


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DEFINITION OF DURABILITY

To certain extent, durable is a kind of comparison.
For example:

- My sky-blue color Shirt after 50 times of wash and wear, it can still maintain the same size and shape, no detachment of button and no change in color
- Yours, with buttons detached after 40 washing cycles and color fading
- Which shirt is more durable ? Mine or yours ?



There are parameters that you may have come across in the before which is related to durability, but you may not really link them up together.

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02

OVERVIEW OF THE PARAMETERS FOR DURABILITY EVALUATION



OVERVIEW OF THE PARAMETERS FOR DURABILITY EVALUATION

- US: Loose-fitting children sleepwear treated with flame retardant shall be washed for 50 cycles and still comply with the flammability requirement.

- UK: Nightwear treated with flame retardant shall be washed 12 cycles and comply with the flammability requirement.



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OVERVIEW OF THE PARAMETERS FOR DURABILITY EVALUATION

- US: Swimwear with UV protection performance claim shall be washed 40 cycles followed by 100 AATCC fading units (≈ hours) colorfastness to light exposure and once with colorfastness to chlorinated pool water. This is said to be a simulation of the condition at the end of two years of normal seasonal use.

- Canada: Textile Labelling and Advertising Regulation require the label attached on the garment to withstand 10 cleanings and remain legible



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OVERVIEW OF THE PARAMETERS FOR DURABILITY EVALUATION

All these are to evaluate the durability of a particular parameter / performance on a garment.

How about the whole piece of garment ?



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03

WHY “DURABILITY” IS IMPORTANT ?



WHY “DURABILITY” IS IMPORTANT ?

An overview of the Fashion Industry

- Apparel and footwear industry accounted for around 2.1 billion tonnes of Carbon Dioxide (CO_2) emission in 2018 (≈ 4% of the global total)
- Extending the average life of clothing by 3 months could reduce carbon, water and waste footprints by 5 – 10%
- The global apparel market is projected to grow from 1.5 trillion USD in 2020 to about 2.25 trillion by 2025 (≈ 50% growth)
- Global garment production to increase 63% by 2030 which is equivalent to 500 billion shirts



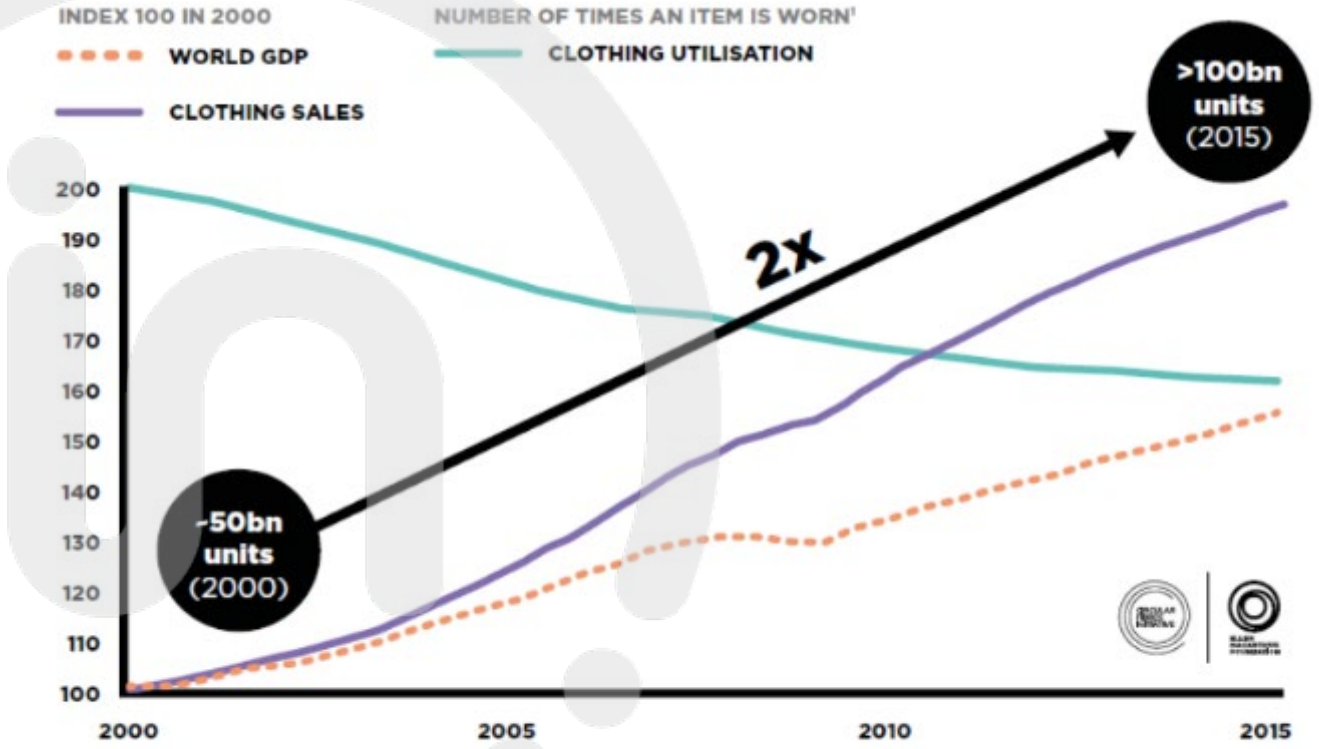
Number of garment produced and sold

Garment utilization

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WHY “DURABILITY” IS IMPORTANT ?

- Large amounts of non-renewable resources are extracted to produce clothes that are often used for only a **Short period**, end up in landfill or incineration
- Worldwide, clothing utilization decreased by 36% compared to 15 years ago
- More than half of fast fashion produced is disposed of in under a year



1 Average number of times a garment is worn before it ceases to be used

Source: Euromonitor International Apparel & Footwear 2016 Edition (volume sales trends 2005–2015); World Bank, *World development indicators – GD* (2017)

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WHY “DURABILITY” IS IMPORTANT ?

Impact of fast fashion

- Simple and low cost design
- Rush manufacturing
- Shorten quality assurance check
- Lifespan of clothes declined
- The European Commission is calling for an end to fast fashion by 2030



WHY “DURABILITY” IS IMPORTANT ?

Set design requirements for textile to make them last longer, easier to repair and recycle

Global trend on sustainability and circular economy

(1) The European Green Deal

- Can generate 8 benefits, one of them is “Longer lasting products that can be repaired, recycled and re-used”
- One of the building blocks is the circular economy action plan (CEAP)
  - In December 2015, the commission adopted the first circular economy action plan
  - In March 2020, the commission adopted new circular economy action plan
  - In March 2022, the commission adopted package of measure proposed in the circular economy action plan
  - One of the strategies from the action plan is to make textile more durable, repairable, reusable and recyclable, to tackle fast fashion, textile waste and the destruction of unsold textiles, and ensure their production takes place in full respect of social rights
  - By 2030, textile products placed on the EU market are long-lived and recyclable, made as much as possible of recycled fibres, free of hazardous substances and produced in respect of social rights and the environment

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WHY “DURABILITY” IS IMPORTANT ?

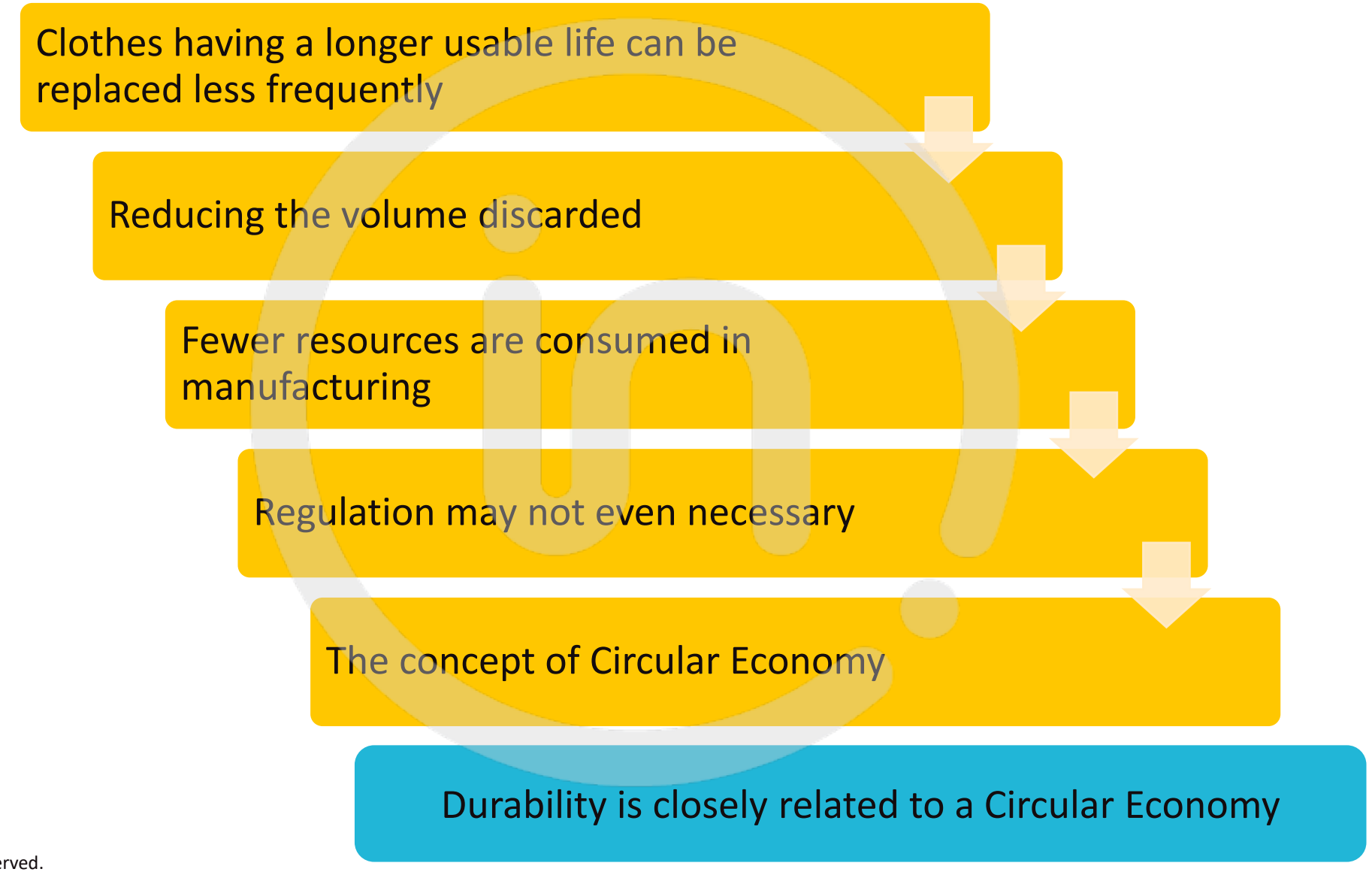
Global trend on sustainability and circular economy

(2) The Anti-waste and Circular Economy Law in France

- Adopted in 2020, the law aims to eliminate waste and pollution from the design stage and transform the system of production, distribution, and consumption from a linear to a circular economy model
- Aims to phase out single-use plastic packaging by 2040, eliminate waste by encouraging reuse and supporting charitable organizations , tackle planned obsolescence, and promote a better resource management system from design to recovery of materials
- 5 goals to be achieved
  - Stimulate design for the circular economy
    - Stimulating high-quality design for goods and packaging with an emphasis on durability, reusability, design for repairability and remanufacturing, recyclability and composability
  - Manage resources to preserve value
  - Make the economics work
  - Invest in innovation, infrastructure and skills
  - Collaborate for system change

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WHY “DURABILITY” IS IMPORTANT ?



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04

HOW GARMENT CAN BE MORE DURABLE ?



HOW GARMENT CAN BE MORE DURABLE ?

Voice of customers

- Half of the customers willing to pay higher price to buy items that are made to last for longer and repairable while continuing to look good
- Expecting recognized ways to measure and communicate longevity
- Easy-to-read washing care, minimal maintenance (e.g. removal of pills) required
- Desire for something new, boredom or garments are outdated
- Could be altered for fit or style
- Majority of global consumers say durability is an important attribute for their clothing
- Longevity expectations
  - T-shirts: 2.5 years (2010) => 4.5 years (2020)
  - Jeans: 4.0 years (2010) => 5.1 years (2020)

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HOW GARMENT CAN BE MORE DURABLE ?

Design for Longevity and Clothing longevity protocol by WRAP (Waste and Resources Action Programme)

Design for Longevity

- Identify the top 5 actions for boosting the useful life of garment
- 8 key product categories
- Children's clothing / Occasion wear / Knitwear / Tailoring / Denim / Sportswear / Casual wear / Under wear

Clothing longevity protocol

- Provide core test performance standards that are considered as "good practice" performance base on an estimation of the expected product left time
- 8 parameters + Wear trial
- Dimensional stability / Pilling / Overall appearance / Colourfastness / Spirality / Seam slippage / Seam strength / Fusible lamination

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HOW GARMENT CAN BE MORE DURABLE ?

Design for Longevity – Key features summary

1) Apply finishing to minimize staining, cross-staining, soiling and bacteria growth
2) Classical styles instead of fancy
3) Design for comfort (e.g. seamless for underwear)
4) Design in growth allowance (for children)
5) Design for multi-functionality (e.g. reversible, detachable elements, compatibility with other clothing)
6) Easy to read and environmentally friendly care instruction
7) Facilitate alternation (e.g. adjustable waistbands, additional components)
8) Reinforce weak areas (e.g. stress points at pockets, elbows and knees)
9) Select fabrics and components that are proven to be durable and colorfast
10) Select open structure fabrics to enable moisture management (for sportswear)

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HOW GARMENT CAN BE MORE DURABLE ?

Clothing longevity protocol – Key features summary

1) Number of washing cycles to be conducted before testing
   - Jeans - 30
   - Knitwear - 30
   - Shirt - 40
   - Socks - 62
   - T-shirt - 56
2) Wear trial duration in hours
   - Jeans - 3,600
   - Knitwear - 1,800
   - Shirt - 960
   - Socks - 1500
   - T-shirt - 1,350



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HOW GARMENT CAN BE MORE DURABLE ?

Higg Product Module by SAC (Sustainable Apparel Coalition)

- It is a sustainability assessment tool that considers a product's environmental impact from creating materials all the way to product end-of-life. It calculates the impact of a product's full lifecycle with a consistent methodology to enable companies to develop more sustainable products
- It gives a full view of a product's comprehensive environmental impacts. It considers environmental performance in design, materials, manufacturing, packaging, logistics, product durability, care, and end of use of a product's life cycle
- 9 key parameters:



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HOW GARMENT CAN BE MORE DURABLE ?

Higg Product Module by SAC (Sustainable Apparel Coalition) – End of Use section

- The **End of Use section** provide the lifetime multiplier that can impact the product longevity
- Longer lifetime can be achieved if Repair and Re-wear features are incorporated into the products

Repair

- Level 1 (x 1.05): Design for repair
- Level 2 (x 1.10): Level 1 plus DIY repair guides and/or list of repair services
- Level 3 (x 1.10 + 0.05%): In what % of countries where this product is sold that promote and facilitate repair services

Re-wear (x 1.0 + 0.15%)

- What % of the annual production volume is taken back for a re-wear program that is actually re-worn

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HOW GARMENT CAN BE MORE DURABLE ?

Higg Product Module by SAC (Sustainable Apparel Coalition) – End of Use section

Repair – Examples of designing for repair include:

- Include spare parts (buttons, threads, buckles etc.)
- Include repair supplies (patches or glue etc.)
- Easy and quick trim/fastener replacement
- Can be repaired through a brand repair program



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HOW GARMENT CAN BE MORE DURABLE ?

Higg Product Module by SAC (Sustainable Apparel Coalition) – Duration of Service section

- The **Duration of Service section** determines the lifetime extension factors for products with demonstrated intrinsic quality parameters
- Meeting the physical quality test thresholds at material and full product stage add up to a Duration of Service Factor (DoS Factor). The higher the score, the longer the product can last for
- The test selected are those associated with the most common product failure modes per the experts
- There are:
  - 3 testing stage
  - 7 product types
  - 3 levels for each test for scoring according to number of cleaning cycles conducted
  - Weighting factor (up to 50%) for 2 of the 3 testing stage

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HOW GARMENT CAN BE MORE DURABLE ?

Higg Product Module by SAC (Sustainable Apparel Coalition) – Duration of Service section

- Testing stage, Scoring and Weighting

Pre-Qualification tests

- Must be achieved before completing another 2
- Fundamental quality assurance tests must be met by materials and parts
  - Dimensional stability
  - Colorfastness
  - Bonding strength
  - Moisture transmission rate
  - Seam water proofness
  - Zipper quality
- No score or weighting is assigned

Performance tests

- Additional test for materials
  - Tear strength
  - Fabric water proofness
  - Fabric water repellency
- Basic: 5 points (10 cycles)
  Moderate: 10 points (30 cycles)
  Aspirational: 15 points (60 cycles)
- Weighting up to 50%

Garment Integrity tests

- Full garment tests after simulating aging through laundering
  - Seam sealing taping
  - Coating/lamination degradation
  - Trim failure
- Basic: 5 points (10 cycles)
  Moderate: 10 points (30 cycles)
  Aspirational: 15 points (60 cycles)
- Weighting up to 50%

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HOW GARMENT CAN BE MORE DURABLE ?

Higg Product Module by SAC (Sustainable Apparel Coalition) – Duration of Service section

- Product types
  - Waterproof Breathable Jacket
  - Athletic Shoe
  - Casual Shoe
  - Denim Product
  - Bed Linens
  - Woven Product
  - Knit Product



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HOW GARMENT CAN BE MORE DURABLE ?

Research paper from PLATE 2021 (Product Lifetimes And The Environment)

- Studies on the consumer behaviour in different countries around the globe including Australia, China, Europe, Japan, UK and USA
- Key findings on what the retailers / brands are offering to enhance the lifetime of the garment:
  - Feeling of safe and function as intended: Functionality, adequate construction, suitable material / construction combinations.
  - Feeling of joy and comfort: Colors, shapes and fit
  - Feeling of care and support: Guidance on laundry practice (understand care label), DIY activities in repair (kit provided) and modification (free components)
  - Extra offering: Steamers, pills shaver, detergent, stain remover and laundry bag
  - Value-added service: Free repair and component replacement

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05

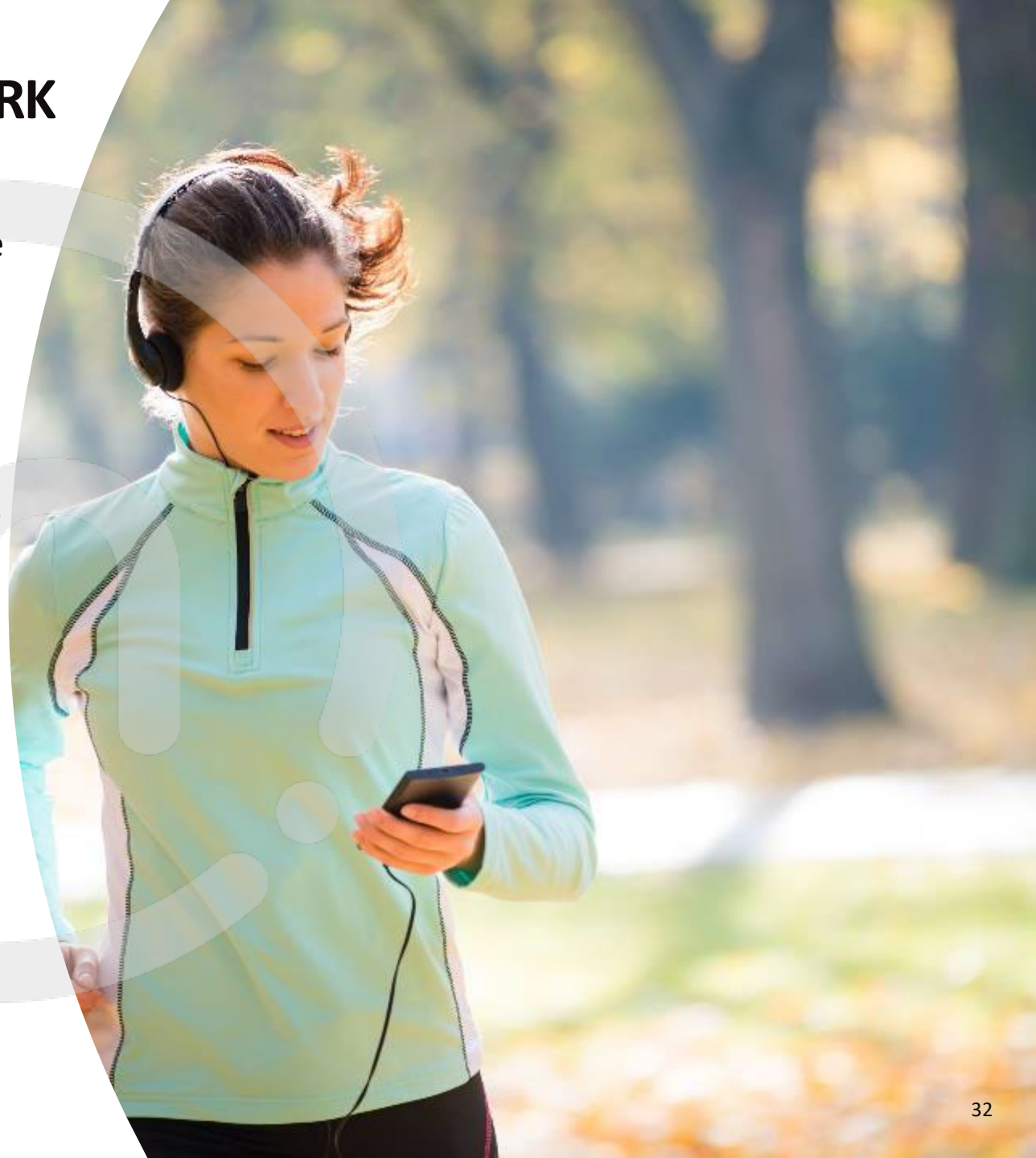
THE INTERTEK HIGH-PERFORMANCE MARK



THE INTERTEK HIGH-PERFORMANCE MARK

Market needs

- There is **no mandatory standard** for high-performance textile products in the market for qualifying product claims and quality
  - ❑ The performance features are **claimed by the brands themselves** and customers lack knowledge on how to make judgement for the quality of products
  - ❑ There can be a **huge difference** on the quality level of high-performance products in the market with the same high-performance claim
- The millennials pursue **durable multifunctional products**, including apparel, rather than single-use ones
- Apart from safety requirements, high-performance features for textile and footwear products are very **popular in the market**
- The consumers are now more digital savvy and always do research online to make **better purchasing decisions**



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THE INTERTEK HIGH-PERFORMANCE MARK

Recognitions

Demand on a mean to verify and test against the performance claims of a wide array of HP products	Intertek offers a wide range of high-performance testing services to satisfy customer's needs
Lack of standardized quality requirements on HP products in the market	Intertek is the global recognized TQA provider to set the quality standard for the market
Lack of trust on multiple marks and HP claims on the market, especially for consumer level	Intertek offers third-party verified HP claims that can be trusted
Lack of easily recognizable HP labels with explanations for stakeholders to make better purchasing decisions	Intertek creates a common language for stakeholders to communicate HP features using graphical tools and platform

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THE INTERTEK HIGH-PERFORMANCE MARK



- **New Branding Tool** to **Differentiate Products** Using Performance Features
- **Mark of Trust**
  Verified by Intertek
  1-year validity
- **36 Popular High-performance Features** for general activewear / athleisure wear and **11 High-Performance Features for footwear**

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HIGH-PERFORMANCE MARK DESCRIPTORS FOR TEXTILE AND APPAREL



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HIGH-PERFORMANCE MARK DESCRIPTORS FOR FOOTWEAR



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THE INTERTEK HIGH-PERFORMANCE MARK - DURABILITY

Garment



Fabric



Comprehensive Testing Requirements to assess Physical and Colour Performance of Fabric and Garment after multiple washes based on product type

Physical Performance

- Appearance After Wash
- Dimensional Stability to Washing
- Spirality
- Tensile strength
- Tear Strength
- Seam Strength / Slippage
- Bursting Strength
- Pilling
- Stretch and Recovery

Colour Performance

- Colour Fastness to Washing
- Colour Fastness to Water
- Colour Fastness to Perspiration
- Colour Fastness to Crocking
- Colour Fastness to Light

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THE STANDARDS OF HIGH-PERFORMANCE TESTING FOR GENERAL ACTIVEWEAR / ATHLEISURE WEAR (INTERNATIONAL) - DURABLE

FABRIC

PRODUCT TYPE	TEST METHOD	T SHIRT	SHIRT	DENIM JEANS	KNITWEAR
PHYSICAL PERFORMANCE					
No of Washes		56	40	30	30
Assessments after Washes		1, 5, 15, 30, 56	1, 5, 20 and 40	1, 5, 15 and 30	1, 5, 15 and 30
Appearance After Wash	ISO 6330 and Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table
Dimensional Stability to Washing	ISO 6330	+/- 5%	+/- 3%	+/- 3%	+/- 5%
Spirality	ISO 16322-3 Procedure C	+/- 5%			+/- 5%
Tensile strength	ISO 13934 -2 Grab Method		15 kg	30 Kg	
Tear Strength	ISO 13937-1		1000g	1800 g	
Bursting Strength	ISO 13938 – 1 or 2 30mm diaphragm	350 Kpa			300 Kpa
Pilling	ISO 12945 –2	500 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	2000 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	2000 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	500 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3
Stretch and Recovery	EN 14704-1 Method A	After 1 wash - Extension 10 % after 30 mins After 15 washes - 15% after 30 mins	After 1 wash - Extension 5 % after 30 mins After 15 washes - 10% after 30 mins	After 1 wash - Extension 5 % after 30 mins After 15 washes - 10% after 30 mins	After 1 wash - Extension 10 % after 30 mins After 15 washes - 15% after 30 mins
COLOUR PERFORMANCE					
No of Washes		1	1	1	1
Colour Fastness to Washing	ISO 105 -C06	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 3-4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5
Colour Fastness to Water	ISO 105 -E01	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 3-4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5
Colour Fastness to Perspiration	ISO 105 -E04	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 3-4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5
Colour Fastness to Crocking	ISO 105 -X12	Stain Dry: 4 Wet 3-4	Stain Dry: 4 Wet 3-4	Stain Dry: 3-4 Wet 3	Stain Dry: 4 Wet 3-4
Colour Fastness to Light	ISO 105 -B02	Std 5	Std 5		Std 5

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THE STANDARDS OF HIGH-PERFORMANCE TESTING FOR GENERAL ACTIVEWEAR / ATHLEISURE WEAR (INTERNATIONAL) - DURABLE

GARMENT

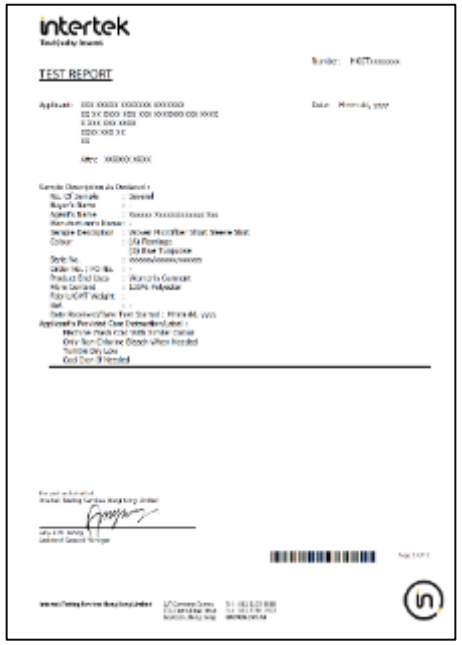
PRODUCT TYPE	TEST METHOD	T SHIRT	SHIRT	DENIM JEANS	KNITWEAR	LIGHT PADDED JACKET
PHYSICAL PERFORMANCE						
No of Washes		56	40	30	30	30
Assessments after Washes		1, 5, 15, 30, 56	1, 5, 20 and 40	1, 5, 15 and 30	1, 5, 15 and 30	1, 5, 15 and 30
Appearance After Wash	ISO 6330 and Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table	Intertek Assessment Table
Dimensional Stability to Washing	ISO 6330	+/- 5%	+/- 3%	+/- 3%	+/- 5%	+/- 3%
Spirality	ISO 16322-3 Procedure C	+/- 5%			+/- 5%	
Tensile strength	ISO 13934 -2 Grab Method		15 kg	30 Kg		17Kg
Tear Strength	EN ISO 13937-1		1000g	1800 g		1000g
Seam Strength	ISO 13935 –2 (modified)		12 Kg	20 Kg		12Kg
Seam Slippage	ISO 13936 - 2 (modified)		10 Kg 6mm SO	15 kg 6 mm SO		**15 kg** **3 mm SO**
Bursting Strength	ISO 13938 – 1 or 2 30mm diaphragm	350 Kpa			300 Kpa	
Pilling	ISO 12945 –2	500 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	2000 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	2000 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	500 revs After 1 wash - Grade 3-4 After 15 washes - Grade 3	
Stretch and Recovery	EN 14704-1 Method A	After 1 wash - Extension 10 % after 30 mins After 15 washes - 15% after 30 mins	After 1 wash - Extension 5 % after 30 mins After 15 washes - 10% after 30 mins	After 1 wash - Extension 5 % after 30 mins After 15 washes - 10% after 30 mins	After 1 wash - Extension 10 % after 30 mins After 15 washes - 15% after 30 mins	
COLOUR PERFORMANCE						
No of Washes		1	1	1	1	1
Colour Fastness to Washing	ISO 105 -C06	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 3-4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5
Colour Fastness to Water	ISO 105 -E01	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 3-4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5
Colour Fastness to Perspiration	ISO 105 -E04	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 3-4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5	Change: 4 Stain: 4 Cross Stain: 4-5
Colour Fastness to Crocking	ISO 105 -X12	Stain Dry: 4 Wet 3-4	Stain Dry: 4 Wet 3-4	Stain Dry: 4 Wet 3-4	Stain Dry: 3-4 Wet 3	Stain Dry: 4 Wet 3-4
Colour Fastness to Light	ISO 105 -B02	Std 5	Std 5		Std 5	Std 5

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THE INTERTEK HIGH-PERFORMANCE MARK

Under the High-Performance Mark Program, products passing the pre-defined requirements will be provided with:

1. **High-Performance Mark Report**



2. **High-Performance Mark Certificate**



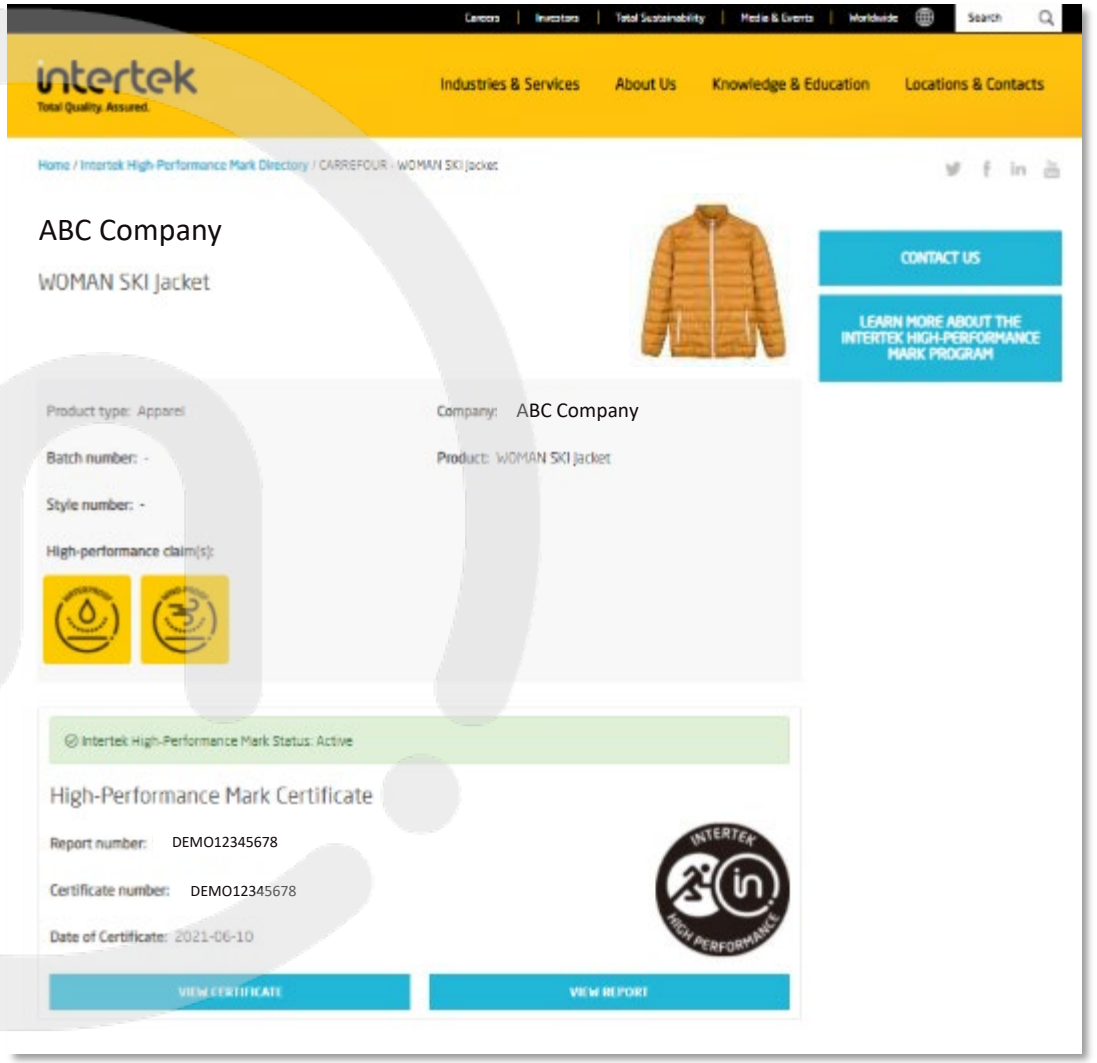
3. **High-Performance Mark & Trade Dressing**



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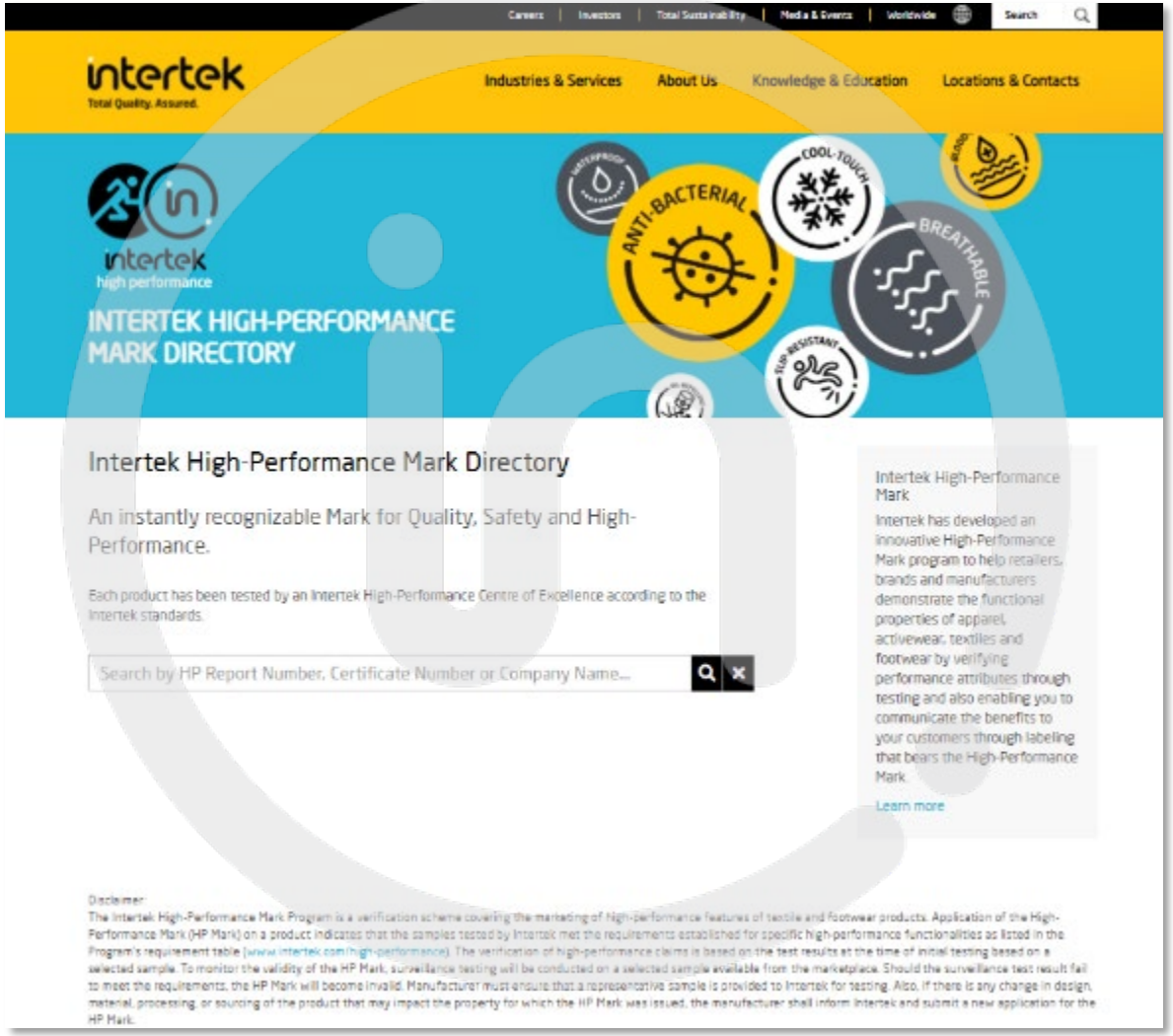
THE INTERTEK HIGH-PERFORMANCE MARK





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THE INTERTEK HIGH-PERFORMANCE MARK - DIRECTORY



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THE INTERTEK HIGH-PERFORMANCE MARK - ANYWHERE



Clothing



Footwear



Website



Mobile Apps



Corporate Video



In-Store & Window Display



Brochure & Lookbook



Other Printed Materials

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THE INTERTEK HIGH-PERFORMANCE MARK – YOUR BENEFITS

As a Supplier / Brand Retailer…

- **Differentiate the quality** of their high-performance products with the Intertek High-Performance Mark Scheme
- Utilize **“proof of quality” labelling** so that you can charge more for your products
- Give **confidence to consumers** or buyers as the products have been verified by a world-leading Total Quality Assurance organization
- **Educate consumers** on the value of products with functional performance features so that the consumers will be more willing to pay a higher/premium price

As a Consumer…

- **Get simple visuals** to easily understand the products’ high-performance features
- Enable easy **trace-and-track** of product performance with identifiable marks and certificates to make **better purchase decisions**

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WRAP UP

- Durability is not only talking about how long a garment can be used before it is worn off, it is also about how long for keeping it in use no matter it is you or the others before turn into waste
  - More uses per user
  - More users per product
- Both physical and emotional aspects can affect the lifespan of a garment
- Durability is part of the Circular Economy and everyone of you can contribute
- Intertek’s support to recognize your high-performance durable clothing with our High-Performance Mark

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Q&A



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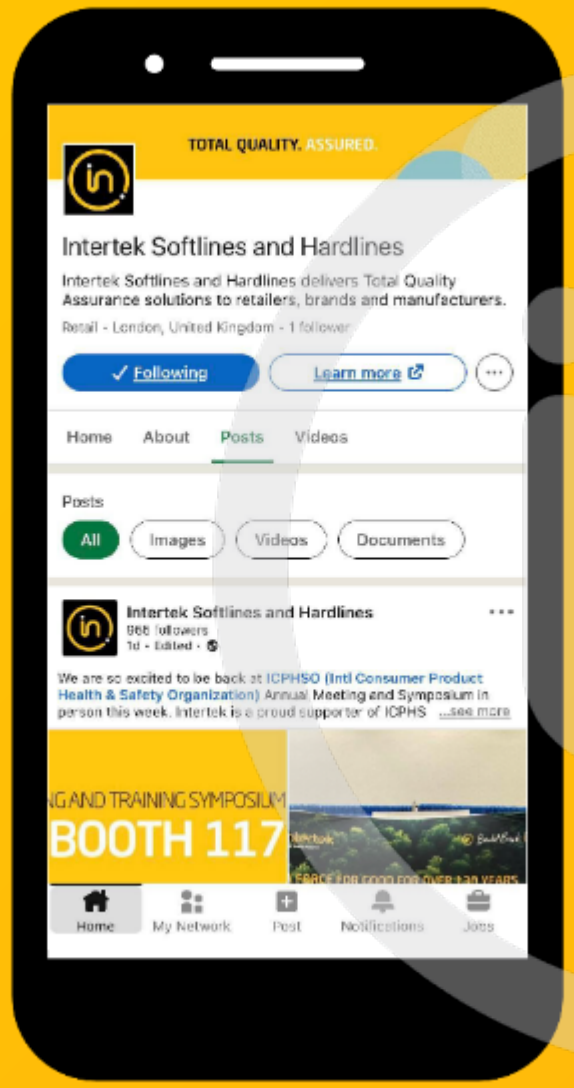
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