One Year Mark On H&M's Ban On PFC

Thursday 19 December, 2013

As H&M is following the precautionary principle we decided already 2009 to phase out PFCs in our assortment and as of January 2013 we banned the use of PFCs in all of our products. PFCs are used to achieve water repellent function and are for example harmful for the environment and for aquatic organisms. The alternatives used by H&M are all approved by chemical specialists. They have good environmental and health properties and fulfill our demands on water repellence. However, you need to take care of your products to get the best and most long-lasting performance by;

Select a low washing temperature.Use a small amount of detergent and select an extra rinse if possible. The detergent counteracts with the function and an extra rinse is therefore advised to make sure that there is no detergent left on the fabric.Do not use softeners.For optimal performance, re-activate the finish through tumble drying or iron the garment without any steam.Note: always follow the care instructions on the garment label.

With the help of our Chemical Restrictions, we limit the use of chemicals that are potentially harmful to health or the environment. H&M's Chemical Restrictions have been updated ten times since 1995 and now cover more than 360 substances. For more information and H&M's Chemical Restriction List please see www.hm.com/chemicals

-Ends-

UK Press contact:
Victoria Chappell?
T: +44 20 7434 8857??

Related Sectors:

Retail & Fashion ::

Related Keywords:

PFC :: H&M :: Fashion :: Clothing ::

Scan Me:

Company Contact:

_

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.rocket-pop-pr.pressat.co.uk