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Subject: Heads Up! For This Knit Hoodie
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Drycleaning
& Laundry
Institute



International Textile Analysis Laboratory

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May 14, 2008

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Heads Up!

For This Knit Hoodie

Brand Name: Ed Hardy

RN#: 121256

David L Assouline

Designer, Wholesaler, Retailer

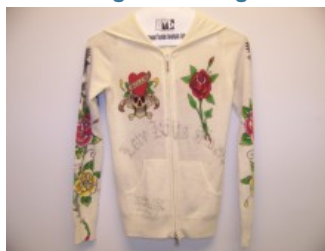
1717 South Figueroa St.

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The black letters faded extensively when this knit hoodie was drycleaned.



The loss of black flock print letters can be better seen in this close-up.

The garment: A cream cashmere sweater hoodie with heart and skull tattoo-style designs. It also has black flock print lettering. We have seen this same sweater in other colors with various tattoo designs. The care label states, "dryclean-do not wash-cool iron on reverse side-no tumble dry." The international care symbols support the words so there is no confusion internationally. This garment is supposed to be drycleanable in any solvent.

The problem: During drycleaning in perchlorethylene (perc) the bonding agent holding the black flock letters on the fabric, as well as some of the pigment print colors, are disturbed causing a loss of design. Again, we have seen this flock print disturbance problem on similar fashions made by the same manufacturer.

Who's responsible? The manufacturer, since some of the print designs on this sweater do not hold up to drycleaning, as

labeled.

What to do: This hoodie should be returned to the place of purchase or to the manufacturer.

Since the print damage is related to solvent power, a process using a lower power solvent (such as petroleum, hydrocarbon, or GreenEarth) may have been successful. In some cases careful "hand" wet cleaning is possible. However, according to the United States care labeling regulation, this sweater could be cleaned safely in any solvent, including perc. Because the garment does contain International care coding, this interpretation should be the same in all countries.

Featuring a garment in this column does not imply that a manufacturer is knowingly or continually producing defective goods. While this particular item was deemed unable to withstand the recommended care process, other comparable garments may or may not hold up to the care instructions.

Drycleaning & Laundry Institute | 14700 Sweitzer Lane | Laurel, MD 20707 | 800-638-2627

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