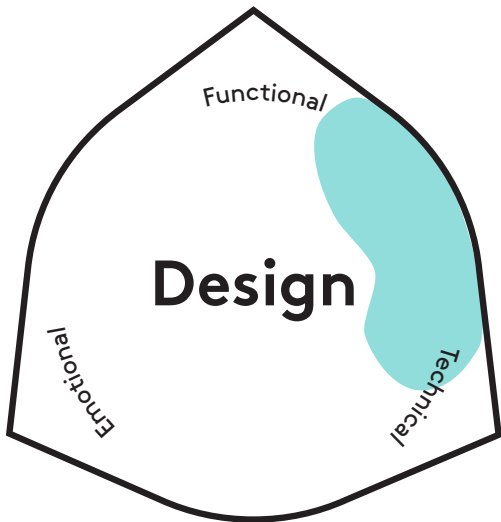


Maintenance



Maintenance

WHAT?

Motivate users to maintain products with a low level of energy consumption through:

1. Information and guidelines; low wash temperature, zero tumbling, airing.
2. Choice of material.

WHY?

- The energy consumption in the use/maintenance processes can be minimised with the right handling.
- The product lifespan can be prolonged by handling with care.

CHALLENGES

- Users may not read care labels and are habit driven.
- Users on average have limited knowledge on materials and maintenance.

EXAMPLES

- Japanese brand **Konaka** has developed a 'shower clean business suit'.
- Rubber belt drives by the company **Gates Carbon Drive** that require less maintenance than conventional steel chains.

THIS CARD LINKS TO

/ Information / Labelling / Rental Service / Repair / Technical Durability

FURTHER READING

Laitala et al. (2015). **Making Clothing Last: A Design Approach for Reducing the Environmental Impacts**. *International Journal of Design*, 9(2), pp. 93-107 / Skjold & Ræbild (2016). **Investigating Fur as Mediator of Sustainability**. Nordcode Conference 2016, Kolding / Jack (2013). **Fashion Use: A Polemic to Provoke Pro-Environmental Garment Maintenance**, in: Gardetti & Torres (Eds.), *Sustainability in Fashion and Textiles: Values, Design, Production and Consumption*. Greenleaf Publishing, pp. 125-133.