



ПЛАТФОРМА 1 ТЕНДЕНЦІЇ РОЗВИТКУ АРТ І ФЕШН-ДИЗАЙНУ

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IDENTIFICATION ELEMENTS WRITE ON THE LABEL OF CLOTHING PRODUCTS

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Mass production of clothing and sale in branded stores, online requires information about size, product name, maintenance instructions, etc. Currently, each clothing product is completed with labels indicating mandatory elements for consumer information, but also for brand promotion. Unisex style, children's clothing, various size standards require analysis of the identification elements necessary to be included on the marking label. This article will talk about the need to inform the consumer with current data, labeling conditions and norms, and necessary standards to comply with.

Key words: label, dimensional characteristics, logistics, clothing.

INTRODUCTION

The identification elements written on the label of mass-produced clothing, for consumer information, are regulated and standardized. Standardization is the process in which systems of a certain type are adapted to cover the needs of manufacturing and marketing the product. If we approach the problem of standardizing clothing sizes, then the systematization by certain dimensional characteristics appears as a result of the needs of the North American Civil War (1861-1865) and the increased demand to make uniforms/clothes in four size categories: small, medium, large and extra-large [1]. Already towards the end of the 19th century, clothing for urban men was mass-produced based on the bust circumference - the main dimensional characteristic in military uniforms.

After a century of industrialization and mass production, in search of the compromise of individual, comfortable, aesthetically diverse clothing, the unisex style, which emerged as a result of industrialization, freedoms, tolerance and trends towards equal rights for the female and male genders, offers new opportunities and requirements in clothing size marking. Today, the unisex clothing style contributes to the unification not only of the aesthetic codes of clothing considered feminine and masculine, but also of the characteristics of the clothing form, which subordinates the size marking of clothing products for each gender.

The globalization of industry, trends in clothing aesthetics through which we encounter the same type and shape of product in both the East and the West, the



development of tourism and economic ties contribute essentially to the unification of the clothing size marking system for adults and children as well as other identification elements written on the clothing product label.

Environmental pollution issues, sustainable products, recycling processes, the logistics of the component materials from which clothing is made, as well as other products, contribute to supplementing the label with additional information about the product.

PURPOSE

The study was conducted as a result of the analysis of the identification elements on the clothing label sold in the republic and manufactured in the garment enterprises of the Republic of Moldova. The standards and legal framework regarding the assessment of product conformity were analyzed, as well as the Control Sheets of textile products developed by the ANCP (National Authority for Consumer Protection) of the republic, which defends the interests of the consumer.

RESULTS AND DISCUSSION

Integration into the global market, integration into the EU market establishes compliance with and adaptation of the rules for the production and marketing of goods. Violation of the rules is penalized by fines, seizure and subsequent destruction of the goods, suspension of activity, etc. The digitalization of processes has allowed the mandatory introduction of GS1 DataMatrix, GS1 QR Code, GS1 EAN, GS1 DataBar, barcodes that involve tracking the product's marketing route and preserving identity and originality [2]. The barcode is necessary for all production and marketing actors, such as: clothing manufacturers, importers and commercial networks. The barcode tracks the location of the product from the moment of manufacture within the enterprise to the moment of purchase by the consumer. The barcode provides complete data about the manufacturer and the product and contributes to integration into the global market, as well as their management.

Clothing marking is carried out by permanent labels and sales labels, respecting the place of attachment, information data and labeling method. The label must be firmly attached to the product. The label can be printed, sewn, embroidered directly on the clothing product, printed, woven on another type of material, usually ribbon type, which is then attached. The printing will be qualitative and durable over time, resistant to washing, if it is printed on the product and is of permanent destination.

The labels will be made in the official language of the country where the product will be marketed. The text will be legible and visible, written uniformly, with letters, size and style of the same type with a clear separation of information regarding: fiber composition (exact percentages, type of fibers listed in EU-Regulation 1007/2011 or OME61/2007 HG11/2024 Republic of Moldova), size (EN 13402-1/ISO 8559-1: Terms, definitions and body measurement procedure, EN 13402-2/ISO 8559-2: Primary and secondary dimensions, EN 13402-3/ISO 8559-3: Measurements and intervals), maintenance instructions (ISO 3758 symbols). The nominated standards are active on the official standard.md page: <https://shop.standard.md/ro/>. Labeling of products intended for sale is mandatory.



In the case of selling products of other enterprises, the labels are replaced or supplemented with accompanying documentation. In accordance with EU requirements, national authorities can verify the correspondence of information at any stage: during customs control; at the distributor's warehouses; at points of sale [3]. The new regulations for the labeling and marking of textile products aimed at indicating the fibrous composition (OME61/2007 HG11/2024 Republic of Moldova) for products made from different types of textile materials are very useful for products such as coats, jackets, raincoats, etc., which state that if these materials of the same type are in a proportion of 80% of the weight of the product, they will indicate the fibrous composition of the clothing product. The main export markets for textile products and garments made in the Republic of Moldova are Italy, Germany, Austria, France, USA, Great Britain, Belgium, Bulgaria, the Netherlands, Poland, Greece, etc. [4]. For the purpose of totalization, the labels of products manufactured by local enterprises, as well as products sold in the chain of stores, were analyzed. The results of the analysis of the consumer information elements present on the clothing product label for five enterprises are presented in Table 1.

Table 1
Mandatory consumer information elements present on the clothing product label
(enterprises from the Republic of Moldova)

Enterprises R. Moldova	S.R.L. VISTLINE	S.R.L. ARTIZANA	S.R.L. CARELTEXTIL	IONEL S.A.	S.C. IUVAS S.R.L.
1. Product name	Coat 2-648	Women's down jacket GT Collection	Model:639 4-piece set	Jacket Model 4-789	Men's pajama
2.Fibrous composition	Color:12 Virgin Wool- 90%, Cashemire- 10%	Text	100% cotton	80% CV, 15% PAN, 3%EA, 2%PES	100% cotton
3.Size	40	L - size chart	3-6 month 62-68 cm	164-100-108	164/170-92(46) S
4.Maintenance instructions	ISO 3758	ISO 3758 recommenda tion	ISO 3758	ISO 3758	ISO 3758
5. Manufacturer's brand	VISTLINE PALTON Address /phone	SRL „Artizana” Address /phone	SRL „CAREL- TEXTIL” Address/phone	Garment factory Ionel SA Address /phone	IUVAS SRL www.iuvas.com Address/phone
6. Country of origin	Made in Moldova	Made in Moldova	Made in Moldova	Made in Moldova	Moldova
7. Identification code	29701101753 26	20000001838 62	200001114629	1120643 423133 0148 039	4840602282260
8. Special instructions	GOST 25295- 91-2003	ISO 9001; ISO14001; ISO 45001 GOST 25295- 2003	SM GOST 31407:2010	ISO 9001:2015 GOST 25295- 2003	SM GOST 31408:2010

Clothing products are accompanied by sales labels made of cardboard, plastic, tracing paper made in accordance with the design and brand promotion



requirements, but also the mandatory elements for consumer information, which are: product name, fiber composition, size, maintenance instructions, manufacturer's name or brand, country of origin, product identification code, various mentions and special instructions (table 1).

CONCLUSIONS

The label is a brief description of the logistics, qualities and maintenance of the clothing product. Currently, attempts are being made to supplement it with the logistics of the components of the clothing product. The label certainly contributes to providing information about the brand, locality, address where the clothing was produced and the Country of Origin, or information elements that are indicated on the label of clothing manufactured in the republic. Special instructions on the label of clothing manufactured in the Republic of Moldova indicate references to technical conditions, sizes, components of the product assortment, maintenance instructions provided by ISO quality standards and certifications. Size standards used for consumer information purposes are often presented in numbers and letters, age in years for children's clothing, without indicating the area/country of equivalence of the size system. No Production Date was observed on the label of clothing manufactured in the Republic of Moldova.

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ЕЛЕМЕНТИ ІДЕНТИФІКАЦІЇ, ЩО ВКАЗУЮТЬСЯ НА ЕТИКЕТЦІ ОДЯГУ

Масове виробництво одягу та його продаж у брендових магазинах, онлайн вимагає інформації про розмір, назву виробу, інструкції з догляду тощо. Наразі кожна модель одягу комплектується етикетками, що вказують обов'язкові елементи інформації для споживача, а також просування бренду. Стиль унісекс, дитячий одяг, різні стандарти розмірів вимагають аналізу ідентифікаційних елементів, які необхідно включити до маркувального ярлика. У цій статті буде розказано про необхідність інформування споживача про актуальні дані, умови та норми маркування, необхідні стандарти, яких слід дотримуватися.

Ключові слова: етикетка, розмірні характеристики, логістика, одяг.