

# Bed & bath linen and decoration textiles in Finland



Finnpartnership

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*Image: HappyGreyLuck blog*



A decline in Finnish production of bed and bath linen and decoration textiles opens up new opportunities for exporters from developing countries, who have already experienced a strong increase in supplies of bed linen to Finland. Additionally, Finland is a relatively small country, which could function as a good stepping-stone for exporters from developing countries to reach other European markets. This fact-sheet provides specifications for the bed & bath linen and decoration textile products in the Finnish market.

<b>A. Product description</b>	<b>2</b>
1. Language for linen and decoration textile products in Finnish	2
2. Bed and bath linen product description	2
3. Decoration textiles product description - Common imported types	3
4. Sizes of common products	5
<b>B. Finnish linen and decoration textiles market</b>	<b>7</b>
1. Finnish brands of linen and decoration textile products	7
2. Imported products	7
3. Retailers	8
<b>C. Retail price</b>	<b>9</b>
<b>D. Channels to bring linen and decoration textile products into the Finnish market</b>	<b>11</b>
1. Direct contact with buyers through trade fairs	11
2. Market information and promotion	12
<b>E. Export and import in the Finnish bed &amp; bath linen and decoration textile market</b>	<b>14</b>
<b>F. Requirements for importing linen and decoration textile products in Finland</b>	<b>17</b>
1. Labeling	17
2. Packaging	17
3. Legal requirements	18
4. Non-legal requirements	19
<b>G. References and useful sources</b>	<b>20</b>

## A. Product description

### 1. Language for linen and decoration textile products in Finnish

In English	In Finnish	In Finnish, plural
Bedroom	Makuuhuone	Makuuhuoneet
Sheet	Lakana	Lakanat
Bed linen	Vuodetekstiili	Vuodetekstiilit
Pillow case	Tyynynpäällinen	Tyynynpäälliset
Bathroom	Kylpyhuone	Kylpyhuoneet
Towel	Pyyhe	Pyyhkeet
Bath mat	Kylpyhuoneen matto	Kylpyhuoneen matot
Bathrobes	Kylpytakki	Kylpytakit
Curtain	Verho	Verhot
Blanket	Huopa	Huovat
Bedspread	Päiväpeitto	Päiväpeitot
Carpet	Matto	Matot
Cushion	Tyyny	Tyyny

### 2. Bed and bath linen product description

Both bed and bath linen in the Finnish market are mostly woven; other production methods are also possible though. Since the products are in direct contact with human bodies, using soft material is important. In addition, the fabric needs to be washable at fairly hot temperatures (60-90°C) without shrinking or fading.



- Bed linen often consists of cotton, bamboo fibers or linen, but it may also be made of blended yarns or mixed fabrics.
- Bath linen mainly consists of cotton, but it may also be made of blended yarns or mixed fabrics.



The main quality and finishing specifications for bathrobes and dressing gowns are:

- Design aspects to take into account are: a hooded bathrobe or not, a short or long bathrobe, and a heavy- or lightweight bathrobe.
- Durability is important because these products are soiled and need regular washing. The fabric should be washable (at 30°C or higher) without shrinking or fading.
- The weaving method is important, because it determines the appearance and the absorbance of the robe.

Common methods are:

- Terry: is usually woven (sometimes knitted) of cotton with uncut loops on both sides. The longer and denser the loops are, the more absorbent the robes. 100% terry cotton bathrobes and dressing gowns are considered best due to their absorbency.
- Flannel: soft woven fabric, usually of cotton and wool.
- Velour: fabric where loops are cut in order to make bathrobes and dressing gowns softer and give them a more luxurious look. However, terry is often used on the inside because it is more water absorbent.
- Waffle: is mostly used to make a lightweight bathrobe, and to give the product a grid-like appearance. 'Pique' is a type of waffle weave in cotton, silk or other fibres.

*Terry*



*Flannel*



*Velour*






*Waffle*





### 3. Decoration textiles product description - Common imported types

In general, basic decoration textile products are relatively similar, of average quality, and easily substituted. However, fashionable or design products are quickly changing and extremely seductive.



Product	Material and production method	Function and quality
 <p>Curtains</p>	<p>Made of silk, cotton, synthetic fibres (polyester), and linen. Curtains are relatively sheer and lightweight, and often hung without linings</p>	<p>The functions of curtains and other window coverings for the Finnish market vary: to provide privacy, to block (sun)light, for insulation purposes (thermal, acoustic), and for decoration</p>
 <p>Bedspreads</p>	<p>Bedspreads are most commonly made of cotton, but also of either silk, wool, linen, blended yarns, or mixed fabrics. Excessively stiff fabrics should be avoided, since they do not drape well over a bed.</p>	<p>A bedspread is a cover for placing over a bed. Although bedspreads can be used for warmth and protecting bed linen from dust, they are primarily used as decorative articles. They are more sensitive to fashion than blankets.</p>
 <p>Blankets</p>	<p>Blankets are mostly woven, but other production methods are also possible. Blankets can be made of cotton, wool, linen, jute, hemp, and silk, or blended yarns and mixed fabrics. The main quality specifications for blankets are: (1) physiological properties (i.e. warmth and moisture management), (2) texture (ranging from soft to rough), (3) weight, and (4) elasticity.</p>	<p>On the Finnish market, blankets are commonly used as a covering for warmth. Because of its climate, Finland is familiar with long and cold winters. This means that the thermal qualities and physiological properties of a blanket are very important. In general, a blanket is more valuable on the Finnish market if it is lightweight, has a soft texture (but good thermal and physiological qualities), and a high degree of elasticity.</p>

Product	Material and production method	Function and quality
 <p>Cushions</p>	<p>The most important quality aspect of a cushion cover is its appearance. One can use a wide range of materials, colours, decorations, embellishments, and embroideries.</p> <p>Lightweightness and color fastness to washing of the fabric are also important qualities.</p>	<p>Cushion covers are ornamental and plain covers are used for enveloping soft or hard fillings. Their functions are mainly for sitting on or leaning against, but they can also serve as decorative items on chairs or sofas. People buy cushion covers that suit their living rooms, in terms of colour, material, and style.</p>
 <p>Carpets</p>	<p>The most common carpets on the Finnish market are cotton and then knotted/woven woolen carpets. Carpet can be made of cotton, synthetic fibres, mixed yarns, wool (or fine animal hair, i.e. alpaca, llama, or yak), plastic, and recycled materials.</p> <p>Due to the labour intensive process and production costs, knotted carpets typically have classic designs, i.e. natural tones or traditional oriental designs. Woven carpets, however, take less time to produce and are more easily applied fashionable designs.</p>	<p>Their most important functionality is to cover floors (especially wooden floors) and to decorate. Carpets are used for enhancing home's atmosphere. In addition, carpets can also be purchased for warmth or noise reduction properties. Generally, a carpet must be durable as it is frequently walked over.</p> <p>The quality of knotted woolen carpets is largely determined by the fineness of the weaving (expressed in knots per inch), as opposed to woven woolen carpets, where design is more important.</p>

#### 4. Sizes of common products

Sizes for bed and bath linen and decoration textiles can vary widely depending on the type of products. Below are common standard sizes (in cm) for these products:

- Bedding: regular sizes are 150x200 cm/240x220 cm.
- Sheets: regular sizes are 150x260 cm/200x260 cm/240x260 cm.



- Fitted sheets: regular sizes are 90x200cm /120x200cm /140x200cm /160x200cm / 180x200cm.
- Pillow case: the standard size is 50x60 cm.
- Towels: regular sizes are 30x50 cm/40x70 cm/50x70 cm/70x140 cm/70x150 cm/100x150 cm/100x180 cm.
- Bath mats: regular sizes are 50x80 cm/60x60 cm/60x90 cm/60x100cm/70x130 cm.
- Common standard sizes (in centimeter) for bathrobes are:

	Men	Women		
	Chest	Chest	Waist	Hips
S	94	81/86	64/69	89/94
M	97/102	87/96	70/79	95/104
L	104/109	97/106	80/89	105/114

- Curtains: are often sold in pairs. Standard sizes are 145x250 cm/140x250 cm. Lengths can also be adjusted by consumer's preferences.
- Bedspreads: regular sizes are 150x250 cm/180x260 cm/180x270 cm/180x280 cm/240x260 cm/240x270 cm/ 260x270 cm.
- Carpets: sizes for carpets vary widely in Finland. Typical sizes are 80x80 cm/80x150 cm/80x180 cm/80x200 cm/133x195 cm/140x200 cm/170x240 cm/200x300 cm.
- Blankets: sizes for blankets vary widely in Finland. Typical sizes are 120x180 cm/130x170 cm/150x200 cm/160x200 cm.
- Cushions covers: regular sizes are 30x60 cm/40x40 cm/40x65 cm/45x45 cm/50x50 cm/65x65 cm.



## B. Finnish linen and decoration textiles market

### 1. Finnish brands of linen and decoration textile products

There are popular Finnish brands and smaller design brands. [Finlayson](#), [Marimekko](#), [Vallila](#), [Pentik](#), [Balmuir](#), and [Casa](#) (Stockmann's brand) are popular brands in the middle to higher-end ranges. [Kotikulta](#) ([Tokmanni](#)'s brand) and House ([S-group](#)'s brand) are also well-known in the lower-end range.



Finlayson



Marimekko



Vallila



House



Balmuir



Pentik

Small design brands in Finland are divided into middle-end and higher-end ranges, i.e. [Momono](#), [Finarte](#), [Artek](#), [Forme](#), [Univisio](#), [Lapuan Kankurit](#), [Jokipiin Pellava](#), [Luin Living](#), [AVARoom](#), [Johanna Gullichsen](#), [Klaush](#), [Kauniste](#), [Lango](#), [Matri](#), [Mum's](#), [Reeta EK](#), [Saana ja Olli](#), [Woodnotes](#), [Verso Design](#), [Sisustuken Koodi](#), and [Nougat](#). There are Finnish brands specialized in carpets, i.e. [VM Carpet](#), [Catalina](#), [Else](#), [Linida](#), [Hanna Korvela](#), and [Koivutex](#). More brands can be found [here](#).

[Eurokangas](#) and [Villisilkki](#) are fabric stores specialized in selling and making home textiles and clothing according to customer's preference.



Momono



Finarte

### 2. Imported products

There are large chain stores, that are operated in Finland, and design brands sold in retailers. Popular names are (lower-end to middle- and higher-end ranges, in each country's category):





- Swedish brands [IKEA](#), [H&M Home](#), [Hemtex](#), [Indiska](#), [Eightmood](#), [Linum](#), [Pappelina](#), [Gant Home](#);
- Danish brand [Jysk](#), [Ferm Living](#), [Nomess](#);
- And other brands, i.e. German brand [Cawö](#); American brand [Lexington](#), British brand [Ted Baker](#), Swiss brands [Spirella](#) and [Schlossberg](#), Italian brand [MissoniHome](#), Dutch brand [Essenza](#) and [Pip Studio](#).
- Imported from/corporated with developing countries: [Day](#), [Indiska](#), [Nest Factory](#).



Linum



Schlossberg



Day

### 3. Retailers

[K-Citymarket](#) (belonging to [K-group](#)), [Prisma](#) and [Sokos](#) ([S-group](#)), [Tokmanni](#), and [Stockmann](#) are the main retailers of bed & bath linen and home textiles in Finland. Among those, Stockmann offers middle- to higher-end products, while the others sell lower-end and middle-end products. These retailers sell their own brands, Finnish design brands, and imported products.

There are also stores and online shops that sell home linen and textiles collected from different sources (both Finnish and imported brands), i.e. [Hobby Hall](#), [Mattokymppi](#), and [Veke](#).



K-citymarket



Prisma



Stockmann



Tokmanni

## C. Retail price

In the Finnish market, prices of linen and decoration textile products may differ substantially, based mainly on the product's size, composition, and design. Imported products will be sold to Finnish consumers at a price that is many times higher than the selling price of the exporters. The consumer price is approximately 4-6.5 times the free-on-board (FOB) price in its country of origin.

Besides energy, labour, and transport costs, FOB prices depend heavily on the availability and prices of raw materials. Price increases of raw materials are not usually passed on to consumers directly, instead, are deducted from margins of exporters, importers, and retailers.

In 2011, [the prices of cotton](#), the main raw material for home linen and textiles which are made of natural fibres, saw a sharp increase. Over the course of 2012, the availability of cotton increased again, resulting in a sharp decrease in price. Over 5 year period, prices of cotton in 2017 maintained at the point in 2012, though there were slight decreases in 2015 and 2016.

The following table provides exemplary consumer prices of bed & bath linen and decoration textile products in Finland, divided into 3 segments of lower-end, middle-end, and higher-end.

**Table 1: Indicative consumer prices per segment of bed & bath linen and decoration textile products in Finland**

Product	Brand	Price	Product	Brand	Price
<b>Lower-end range</b>			<b>Middle- to higher-end ranges</b>		
Bed linen 150x210cm	IKEA	€5 - 79	Bed linen 150x210cm	Casa Stockmann	€20 - 110
	Kotikulta	€14 - 25		Finlayson	€20 - 160
	House	€20 - 30		Vallila	€49 - 79
Towel 70x140cm	IKEA	€4 - 13	Towel 70x140cm	Pentik	€14 - 34
	Kotikulta	€9 - 11		Marimekko	€27 - 42
	House	€10 - 17		Balmuir	€39 - 49
Bath mat	Kotikulta	€7 - 13	Bath mat	Finlayson	€25 - 50
Bathrobe	Jysk	€10 - 35	Bathrobes	Marimekko	€129 - 149
Bedspread	Jysk	€7,5 - 50	Bedspread	Pentik	€105 - 179
	Kotikulta	€12 - 30		Casa Stockmann	€45 - 245
Blanket	House	€7 - 45	Blanket	Pentik	€35 - 110
	IKEA	€4 - 50		Balmuir	€169 - 359
Cushion	IKEA	€3 - 40	Cushion	Casa Stockmann	€10 - 33
	Jysk	€1,5 - 25		Momono	€12 - 70
	Kotikulta	€3 - 7		Nougat	€39 - 98
Curtain 140x250cm	Jysk	€13 - 45	Curtain 140x250cm	Vallila	€29 - 66
	Kotikulta	€6 - 20		Finlayson	€19 - 70
	House	€11 - 36		Casa Stockmann	€49
Carpet 133x190cm	IKEA	€13 - 150	Carpet 133x190cm	Finarte	€128 - 740
	Jysk	€50 - 120		Vallila	€79 - 130

**Additional information**

For detailed prices of bed & bath linen and decoration textile products, please refer to the websites of [Ikea](#), [Kotikulta](#), [House](#), [Jysk](#), [Stockmann](#), [Finlayson](#), [Pentik](#), [Marimekko](#), [Balmuir](#), [Finarte](#), [Vallila](#), and [Momono](#).

## D. Channels to bring linen and decoration textile products into the Finnish market

### 1. Direct contact with buyers through trade fairs



[Forma](#) - meeting place for professional sellers and buyers of lifestyle products, including textiles. Hosted in Helsinki, Finland.



[Habitare](#) - annual furniture, design, and interior decoration event in Finland, offering experiences and ideas on interior decoration, and on the functioning and look of homes and other spaces.

[PolarStoff](#) - organized by the Federation of Finnish Textiles and Clothing Industries and the Finnish Foreign Trade Agents' Federation usually twice a year, in spring and in autumn. Exhibitions are devoted to clothing textiles, accessories, and household textiles. There is a traditional forum for manufacturers of raw materials to display their products.



[Baltic Fashion and Textile](#) - the biggest fashion and textile fair in the Baltic States. Hosted in Riga, Latvia in 2019 and Vilnius, Lithuania in 2018.

- **Important international trade fairs for linen and decoration textile products in Europe:**
  - [IntertextMilano](#) - international textile exhibition opening to producers and exporters from all over the world (including non-European Union countries). Hosted in Italy.
  - [Heimtextil](#) - international trade fair for home and contract textile. Hosted in Germany.
  - [Innatex](#) - the only natural textiles fair in the world to feature not only fashion, but also other textile product categories. Hosted in Germany.
  - [Interior Design Forum](#) - a fair dedicated to home textiles. Hosted in Poland.
  - [Techtextil](#) - international trade fair for technical textile and nonwoven. Techprocess fair will be happening at the same time. Hosted in Germany.
  - [Domotex](#) - event for floor coverings. Hosted in Germany.
  - [Proposte](#) - world preview of furnishing fabric and curtain. Hosted in Italy.
  - [Maison et Objet](#) - the leading home decor fair connecting the international interior design and lifestyle community. Hosted in France.
  - [Tendence](#) - trade fair for consumer goods, including textiles. Hosted in Germany.

#### Additional information

When visiting a trade fair, one should always have samples that are neat, well-finished, ironed, and properly labeled. These samples need to represent product quality and showcase skills to potential buyers.



## 2. Market information and promotion

### Market:

- The low-end market is generally dominated by products from cheap mass-production areas, which would be very difficult to compete with. If an exporter is able to consistently supply large quantities at low prices, large retail chains may be interesting partners.
- The influence of large chain store retailers in the value chain of home linen and textiles has increased significantly in Finland, at the expense of the position of wholesalers and importers. Nevertheless, for exporters from developing countries, wholesalers and big importers are still interesting options. These players are specializing in terms of products, quality, and design in order to cater to the middle- and higher-end markets. Exporters can supply wholesalers or big importers if they are able to meet high requirements of these players in the value chain.
- One of the best opportunities for exporters from developing countries can be found in the mid-high to premium markets, meaning that design and quality should be paid special attention.
- More information of market trends for home decoration and textiles can be found in this [CBI's document](#).

### Promotion

- **Sustainability:** As in other mature markets, Finnish consumers are increasingly interested in products that are produced in a sustainable and ethical manner. Exporters should take into account of the importance of environmental issues and of illegal issues, i.e. child labour abuse.
- In order to access the mid-high and premium segments, exporters need a promotion strategy, where the story of their products would be told. Features that can interest Finnish buyers are:
  - *Handmade:* bed and bath linen can be handmade and is usually sold at a premium compared to mechanically produced products.
  - *Promote health and nature:* the use of natural products can be promoted as a premium. In addition to using wool as a main raw material, natural dyes are often used in this industry.
  - *Traditional designs:* decoration textiles can be made based on traditional and ethnic designs. These products are often purchased as arts and considered heirlooms.
- If a producer of bed/bath linen or decoration textiles from developing countries would like to export modern products (in terms of design) to Finland, it is essential to partner with Finnish/European buyers. It is very difficult for exporters to familiarize with Finnish taste in this small niche segment, hence Finnish/European buyers can assist with designs that are in harmony with Finnish fashion.
- Finnish retailers often display bed/bath linen and decoration textiles out of their packages and they are, therefore, often sold in simple consumer packages. When targeting the mid-high and high segments, more attractive consumer packaging is required and it can serve as a



promotional tool. Besides, it is recommended that exporters communicate with their buyers about consumer packaging preferences in advance.

#### Additional information

Doing business in Finland:

- Adapt to the Finnish business culture

Finnish people consider punctuality as essential. Therefore, be consistent, punctual, reliable, and honest. That means replying in time to inquiries (within 48 hours), being open and realistic, as well as not making promises that might not be fulfilled. Physical contacts such as backslapping or putting hands on shoulders are not generally done.

Finnish partners also value the following factors in doing business: efficient negotiations, explicit offers and terms, consistent quality, punctuality, as well as compliance with law, contracts, and other specified requirements. In addition, product documentation should be ready and up-to-date. Visit this [link](#) for more information.

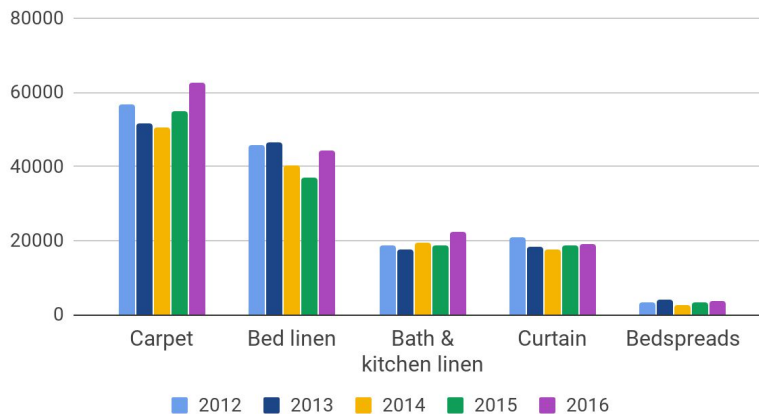
- Invest in communication

Finnish buyers will greatly appreciate if suppliers invest in professional communication, such as a good website, company brochure, product specifications, and business cards. Modern (free of charge) methods of communication to stay in touch with their buyers, e.g. LinkedIn, Skype and Facebook, are widely known and increasingly accepted as (additional) promotional tools.

## E. Export and import in the Finnish bed & bath linen and decoration textile market

**Figure 1: Apparent demand for bed & bath linen and decoration textiles in Finland, value in € thousand**

Source: calculated from Eurostat database

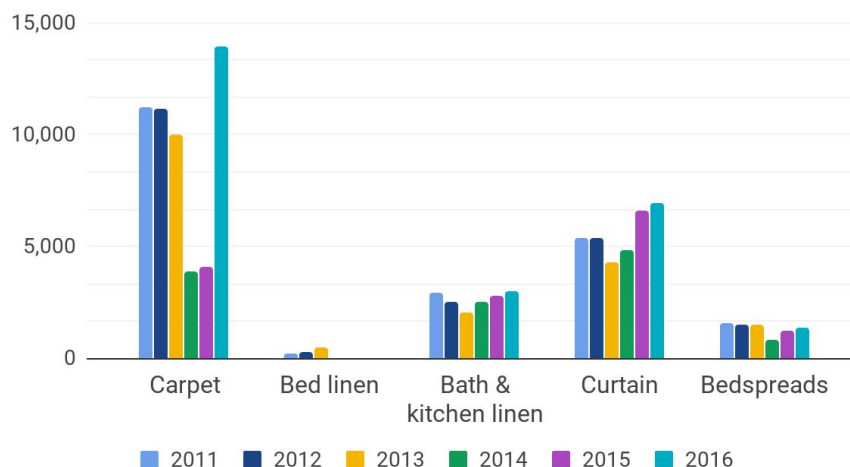


Apparent demand of a product is calculated by total of sold production plus import minus export of that product. Demand for carpets in values were the highest among the home and decoration textiles. By contrast, bedspreads were in low demand, at about €3.5 million. In general, demand for home linen and decoration textiles slightly changed during the period 2012-2016. Demand for bed linen

was around €40 million, for bath & kitchen linen and curtain nearly €20 million. Consumer confidence index of Finland slightly increased during the period and greatly went up recently, which may positively affect the demand for decoration textiles.

**Figure 2: Sold production of bed & bath linen and decoration textiles in Finland, value in € thousand**

Source: Eurostat\Industry, Trade, Service\Statistics on the production of manufactured goods

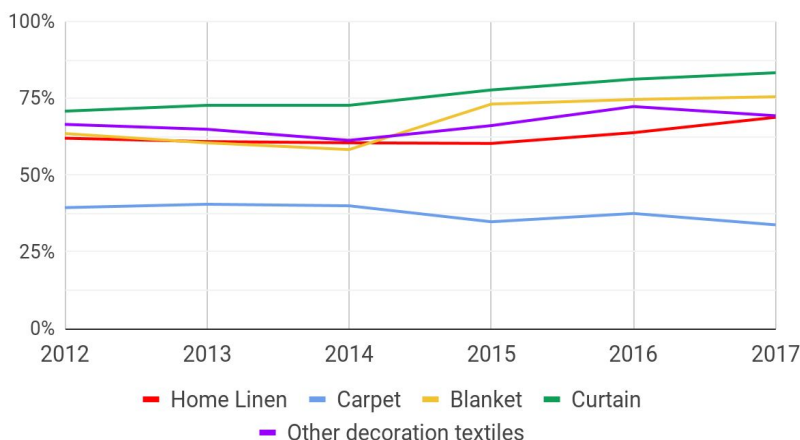


From 2011 to 2013, production of bed linen in Finland increased by more than 100%, from €213,000 to €448,000. However, in the period 2014-2016, the production went down significantly, to only about €1000 in 2016. This large decline was likely to be replaced by imports, as demand did not change so much.

Production of carpets in Finland decreased dramatically in 2014 and 2015 but surged greatly in 2016, amounted to nearly €14 million in values. Curtain's production value reached nearly 7 million in 2016, increased by 29% compared to 5,3 million in 2011. Production of bedspread and bath & kitchen linen slightly fluctuated during the period, at €800,000 and €2.5 million, respectively.

**Figure 3: Developing country share in Finland imports of bed & bath linen and decoration textiles, in % of total imports**

Source: International Trade Center 2018 (Trade Map)

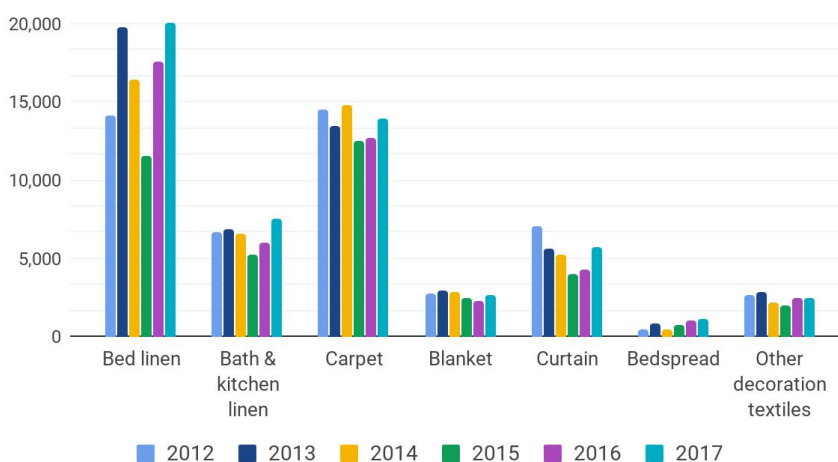


The figure 3 illustrates the increase in imports of home linen and textiles from developing countries, except carpet, in the period 2012 - 2017. Finland imported carpets mostly from Germany, Netherlands, Belgium, and India in 2017, explaining why imports of carpet from developing countries were just over one third of the market.

There was a slight decrease by 5% of carpet import at 33.8% in 2017. Other home linen, blanket, curtain, and decoration textiles imported from developing countries accounted for more than two third of the import market, with curtain leading at 83.3% in 2017.

**Figure 4: Finnish imports of bed & bath linen and decoration textiles from countries outside the EU, value in € thousand**

Source: Eurostat 2018 (Database\International Trade\International Trade in Goods)



Top 4 countries outside the EU successfully made their ways to Finnish home linen and textiles market during the period 2012 - 2017 were China, India, Pakistan, and Turkey. Values of bed linen imported to Finland greatly fluctuated. Meanwhile, the changes in import values of other home

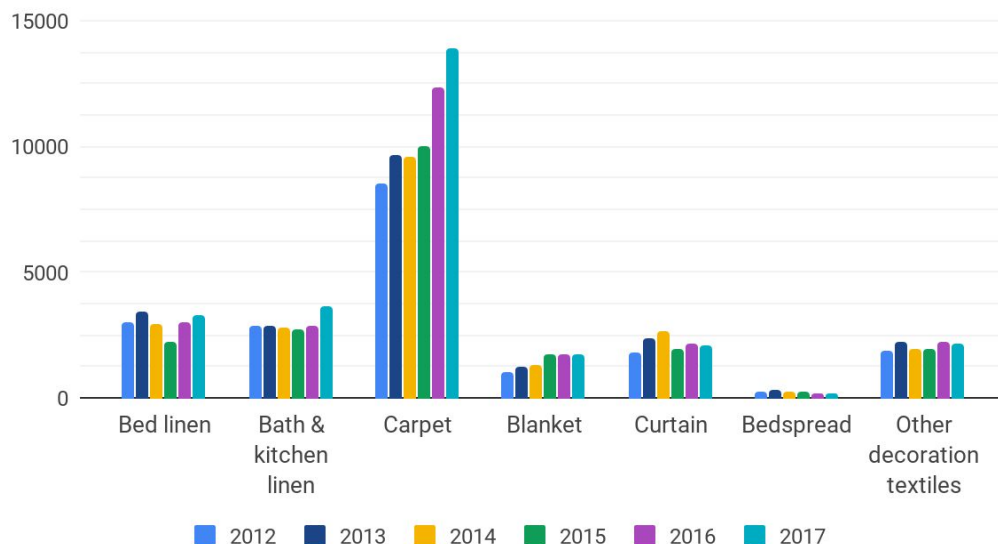


linen and textiles were small. Of all products in this study, bed linen and carpet had the largest values, respectively at about €20 million and €14 million in 2017.

There was a decrease for all products imported from developing countries in 2015, compared to 2012 and 2017. It happened the same time with the decrease of current dollar value of world textiles and a decline of export values for [top ten textiles exporters](#).

**Figure 5: Finnish exports of home linen and decoration textiles, value in € thousand**

Source: Eurostat 2018 (Database\International Trade\International Trade in Goods)



Of all products in this study, carpet brought the largest values when its export continuously increased in the period 2012 - 2017, by more than 50%. Others remained or slightly increased after 5 years.

Finland's popular destinations for home linen and textiles products in the period were European countries, i.e. Sweden, Estonia, Germany, Norway and outside the EU, i.e. Russia, Japan. This makes Finland a possible entry point to reach surrounding markets, including Russia.

Source: [Eurostat](#) and [Trade Map](#).

## F. Requirements for importing linen and decoration textile products in Finland

### 1. Labeling

- Labels for transport normally include information on the producer, consignee, composition of the product, size of the product, number of pieces, bale/box identification, total number of bales/boxes, and net and gross weight.
- The most important information on product or packing labels for linen and decoration textile products is composition, size, origin, and care labeling. Most European companies use the international care labeling code GINETEX, which is a voluntary labeling service to consumers. The use of their symbols depends on a contract with GINETEX.
- Information and illustrations of product labeling can be found in 'Labeling of home textiles' under [Legal requirements](#). For more information on GINETEX, please visit their [website](#).



### 2. Packaging

The main aim of packaging is to ensure that the original quality and hygiene of products would last until reaching consumers. Linen and decoration textile products should be packed according to importer's instructions.

Packaging usually consists of plastic wrapping to protect fabric from water and staining. Proper packaging minimizes the risk of damage due to transportation shock and fluctuations in humidity. Package dimensions and weight should make it easy to handle. Ideally, it should be possible to place the packages, as boxes or bales, together on pallets.

Both linen and decoration textile products are usually displayed unpacked, thus making attractive consumer packaging is not very important. In general, consumer packaging can be simple in design, but needs to be good at protection for products. When supplying the middle-end or higher-end segments, the consumer packaging is good for marketing. It should match the design, quality, and price of the product.

Exporters, however, are not always responsible for an attractive consumer packaging.



Lower-end bedspread



Lower-end curtains



Higher-end bed linen



Higher-end blanket

More specific packaging information for different linen and textile products can be found below.

- Bathrobes are usually displayed and sold hanging. Therefore, if used, consumer packaging need to be simple in design, but utilitarian: it needs to protect against water and staining.
- Curtains, bedspreads, blankets, and cushions: these products are usually displayed unpacked, or simply packed.
- Carpets: carpets are usually transported as rolls, wrapped in plastic film and jute/hessian sacking. Before they are put into a container, they are rolled up with the upside inside and often packaged in transparent plastic film bags. Sometimes two carpets are rolled up together, but this may make the roll too heavy. Rolls are often protected from damage during transportation by adding hardboard disks or padded cotton at the ends.






Carpets must not be handled with bag or plate hooks as they can be easily torn. A carpet carrying mandrel should be used for handling rolled carpets.



### 3. Legal requirements

General product safety	<a href="#">The General Product Safety Directive</a> applies to all consumer products marketed in the EU. The purpose of this legislation is to ensure consumer safety.
Control on chemical substances - REACH	<a href="#">REACH</a> , Registration, Evaluation, Authorisation and Restriction of Chemicals, is the European chemical legislation that came into force in June 2007. It is the strictest law regarding chemical substances to date, concerning existing and new substances. There are sets of requirement for manufacturers in the EU and EU importers of chemicals and products containing chemicals.  <a href="#">Information on REACH for companies established outside the EU.</a>
Azo dyes in textile articles	<a href="#">Azo dyes</a> are often used in the dyeing process for several textile products. Certain azo dyes are carcinogenic and illegal for use in consumer products in the EU.
Labeling of home textiles	The EU has harmonized <a href="#">legislation</a> regarding the names, composition and labelling of textile products.
Formaldehyde in textile articles	In absence of harmonized EU legislation, Finland has introduced <a href="#">national legislation</a> (in Finnish and Swedish) applicable to textile products containing formaldehyde.

#### 4. Non-legal requirements

	<p><a href="#">The Business Social Compliance Initiative</a> (BSCI) is a supply chain management system to drive the social compliance and improvements of suppliers. BSCI implements the principle international labour standards protecting workers' rights.</p>
	<p><a href="#">Global Organic Textile Standard</a> (GOTS) is a processing standard for textiles made from organic fibres. This quality mark can be obtained when producers complies with standards of social responsibility.</p>
	<p><a href="#">The Oeko-Tex Standard</a> consists of several certifications for textiles, enabling consumers and companies to protect the earth by making responsible decisions in favour of products that are harmless to health, environmentally friendly and manufactured in a fair way.</p>
	<p><a href="#">The ISO 14001</a> standard provides generic requirements for an environmental management system. It maps out a framework that companies and organisations can follow to set up an effective system.</p>
	<p><a href="#">SA 8000</a>, Social Accountability International certification, is an international certification standard that encourages organizations to develop, maintain, and apply socially acceptable practices in the workplace.</p>

##### Additional information

BSCI has become a standard requirement of many importers, while GOTS and Oeko-Tex Standard can differ for each importer.

More information about requirements for home textile products in the European market can be found in this [CBI's document](#).

Information on formaldehyde restriction in Finland: free and partially hydrolyzed formaldehyde may be present with following amounts in textile products. The maximum amounts apply on washed products, if consumers are informed to wash products before use.

- Textile articles, bedding, and other textile products intended for children under 2 years old: maximum amount at 30 mg/kg.
- Nightgowns and tablecloths, in normal use, come into direct contact with skin as well as bedding, pillowcases, mattresses, and textiles for children under 2 years: maximum amount at 100 mg/kg.
- Curtains, rugs, textile tapes, carpets, and furniture textiles and other home decorative textiles: maximum amount 300 mg/kg.





## G. References and useful sources

- [Finland - Clothing and textile sector - 2017](#)
- [CBI's market information on bathrobes and dressing gowns in Europe](#)
- [CBI's market information on challenges in European home textiles market](#)
- [CBI's market information on hand-woven rugs in Europe](#)
- [CBI's market information on ready-made curtains in Europe](#)
- [CBI's market information on natural fibre bedspreads and cushion covers in Europe](#)
- [The Finnish textile and fashion organization](#)
- [The Finnish textile technology association](#)
- [Finnish fashion and textile portal](#)
- [Fashion, Textile, and Business 2018 - Finland](#)
- [Finland business culture](#)
- [International Trade Center's trade statistics](#)
- [Eurostat - trade statistics in the EU](#)
- Information on packaging can be found at the [website of ITC on export packaging](#)
- [The European Chemicals Agency Helpdesk](#)
- [The EU Trade Helpdesk](#)

This report was compiled and updated by Finnpartnership based on CBI's marketing reports.