

**LOW
TEMPERATURE
WASHING**

I PREFER

30°

An initiative from the detergent industry
to drive low temperature washing.

Supported by GINETEX


WWW.IPREFER30.EU

THE BENEFITS OF WASHING AT 30°



GETS YOUR CLOTHES AS CLEAN AND FRESH AS YOU NEED

Washing at low temperatures such as 30° gives great results. Why? With advances in washing machines and laundry detergents, it's now possible to get clothes clean at lower temperatures. Today's products are made to achieve high performance results at low temperatures so this means you can lower the temperature of your wash and get clothes as clean and fresh as you need.



KEEPS YOUR CLOTHES BETTER FOR LONGER

Washing your clothes at lower temperatures allows you to take better care of the fabric. You're going to love this - your clothes will actually look good for longer. Not only do clothes retain their colour for longer when washed at lower temperatures, but there is also less wear of the textile.



COLLECTIVE EFFORTS REAP BIG ENVIRONMENTAL BENEFITS

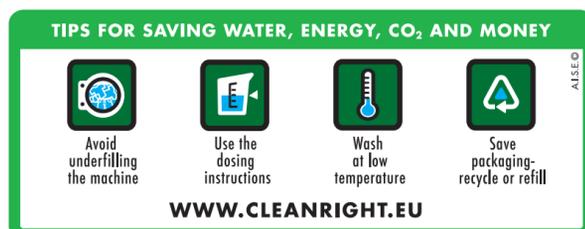
It's what we do collectively that counts. If everyone in Europe made an effort to reduce their wash temperature when possible it could really make a big difference. In fact, the energy savings of a reduction of only 3° in the average wash temperature of people in Europe is equivalent to eliminating the emissions produced by around 700,000 cars. See how lots of small personal acts can add up to a big difference?

So how can your individual efforts help the environment? Simply lower the wash temperature of your machine whenever possible and you'll be doing your bit for the environment by saving energy. Since heating the water consumes the most energy in the laundry process, the simple act of turning the temperature down on your machine cuts CO₂ emissions and helps save the planet. And there are even more benefits! Washing at low temperatures is a milder process and so your clothes will last longer. This in itself is a major environmental benefit as it also leads to less emissions during textile production. Some pretty easy tasks to achieve significant results, don't you agree?

Make your contribution to the common good. See below for more environmental tips.

MORE WAYS TO MAKE A DIFFERENCE FOR THE ENVIRONMENT AND TAKE BETTER CARE OF YOUR CLOTHES

Here are some handy tips to help you as a responsible consumer get your clothes as clean as ever while saving water, CO₂ and money.



1. SORT ACCORDING TO COLOUR

Separate dark colours from colours and pastels and whites.

2. CHECK THE CARE LABEL

Check the care label to know how best to clean your clothes. It provides helpful information on the regular wash and care of your garment without damaging the fabric. The number in the washtub icon on your clothing care label specifies the maximum

washing temperature in degrees Celsius and should never be exceeded. So in fact washing at a lower temperature is absolutely possible. Try it and save energy!

Find more helpful advice on clothing care at www.clevercare.info

3. SORT ACCORDING TO REQUIRED WASHING TEMPERATURE

Separate higher risk items (from a health point of view) from normal daily laundry. These items, for example clothes worn by an ill person, should be washed separately from other items in a 60° wash, with a general purpose powder detergent, if the care label allows. Normal daily laundry items can usually be washed at low temperatures such as 30°, especially if they are lightly to moderately soiled. However, for items that are in intimate body contact and that may be contaminated by body fluids (e.g. underwear), a wash temperature of 30-40° and use of a general-purpose powder detergent is recommended.

4. USE THE RECOMMENDED AMOUNT OF DETERGENT

Carefully follow the dosing instructions on your detergent packs. Always dose according to soil level and water hardness.

DISCOVER ALL THE ITEMS YOU CAN WASH AT LOW TEMPERATURES

In general, when you're doing a load of lightly -or normally- soiled clothes, low washing temperatures (30°) will do just fine.

30°C

- Outer clothing: jackets, skirts, trousers, pullovers, shirts, dresses
- T-shirts, top underclothing, socks
- Beach towels, table linen, curtains

While the majority of laundry items can be adequately washed at low temperatures, items that come into frequent contact with the body such as underwear, sports clothing, bath towels, bed linen) require a more thorough cleaning for example at 30° or 40° with the use of a general-purpose powder detergent.

KEEP IN MIND:

- Use a sufficiently long wash cycle (e.g a standard cotton cycle) for heavily-soiled and body contact items which require more in-depth cleaning.
- To avoid malodours, run a 60° wash with a general-purpose powder detergent on a regular basis (about every fifth wash).
- Always respect the care label instructions to choose the correct washing programme and laundry products. For garments that cannot be washed at high temperatures, use a milder detergent plus a suitable additive.

WHEN ARE HIGHER TEMPERATURES (60°) WASHES NECESSARY?

- For heavily-soiled items or anything related to illness (not only the clothes of an ill person but also their carers), wash at 60° with a general-purpose powder detergent if the fabric care label permits.
- When there is someone in the household who is particularly vulnerable to infection.
- To ensure a thorough cleaning of textiles used in the kitchen, especially for food preparation.
- To clean anything that requires deeper cleaning such as health care uniforms, washable diapers, contact sports clothes or anything that has been contaminated with body fluids (such as blood, vomit, faeces).

For all details on washing guidelines, visit www.iprefer30.eu

Increasingly products are concentrated and using more of the product doesn't mean better results. Following the instructions can really make a difference!

5. RUN FULL LOADS

Always make sure you use a full load. Putting your machine on twice with two separate half loads uses much more energy, water and cleaning product than a properly filled single load.

6. RECYCLE AND REFILL

Finally, always do the right thing with your empty packaging by either recycling or refilling.

More tips for sustainable washing?

Go to www.cleanright.eu