

A.I.S.E. STAKEHOLDER RELEASE

Multi-stakeholder low temperature campaign and consumer portal www.iprefer30.eu opens today in 5 European countries with 24 partners!

Brussels, 10 January 2014 – A.I.S.E. kick starts the New Year with the launch of the “I prefer 30°” consumer campaign in Belgium, Denmark, France, Italy and the United Kingdom together with its five national associations Detic, SPT, AFISE, Assocasa and UKCPI. With the opening of the consumer portal www.iprefer30.eu today, providing relevant consumer tips and conditions on low temperature washing, this marks the opening of this unique multi-stakeholder campaign which will be rolled out from January till October 2014. Consumers will begin to see the campaign come to life in the days and months ahead.

To date the campaign has grown to 24 partners* following their official commitment to this initiative. Partners range from detergent companies, appliance manufacturers, retailers, textile organisations and national authorities (*see list as at 10 January herewith). And more names to come soon...

The A.I.S.E. five national associations will be working closely with each of them to roll out the campaign through the recently developed communications toolkit which is freely available to all those that commit.

There is still time to join this unique stakeholder movement and interested companies, authorities and organisations are invited to come on board through the campaign portal www.iprefer30.eu until March 2014 at the latest.

OUR PARTNERS*
AMFEP, AUCHAN, ARCELIK/BEKO,
CARREFOUR, C.L.A.S.S., COFREET, COMEOS,
COOP DK, DANISH FASHION INSTITUTE,
DANSK MODE & TEXTIL, DUPONT,
ELECTROLUX/AEG, SPF ENVIRONMENT,
GLOBAL ACTION PLAN, HENKEL,
IKEA, MCBRIDE, NOPA NORDIC,
NOVOZYMES, P&G, UNILEVER,
VANDEPUTTE, WEAR,
WERNER & MERTZ/RAINETT



*List as at 10 Jan 2014

To join this movement and make a real difference to our environment through promoting low temperature washing, or to learn more about the consumer campaign plans, please contact A.I.S.E. or its national associations below:

Contacts:

Valérie Séjourné, A.I.S.E.
Frederick Warzee, Detic, Belgium
Solveig Kjaer, SPT, Denmark
Claude Perrin, Afise, France
Daniele Tarenzi, Assocasa, Italy
Eibhlin Boydell, UKCPI, UK

Email:

valerie.sejourné@aise.eu,
fwarzee@detic.be
sk@spt.dk
afise-direction@afise.fr
D.Tarenzi@federchimica.it
eibhlin.boydell@ukcpi.org,

Telephone:

+32 473 71 93 63
+32 2 238 98 39
+45 4520 2010
+33 1 40 9819 19
+39 02 34565 292
+44 1829 77 00 55