

A.I.S.E. PRESS RELEASE

Pan-European sustainable laundry campaign
launched today

Milan - 7 June 2013: Unique multi-stakeholder campaign launched today by the detergent industry to promote low temperature washing in Europe and fight climate change. Partners invited to join it!



A new initiative to promote the benefits of low temperature washing in European households has been unveiled today, in the context of the European Commission's "a world you like" campaign, by A.I.S.E., the International Association for Soaps, Detergents and Maintenance products.

The novelty of the "I prefer 30°" campaign is that it will also be opened to retailers, appliance manufacturers, fashion manufacturers/retailers, authorities, NGOs and other corporate supporters making it a unique multi-stakeholder movement!

Opened today to partners, the campaign is planned to be rolled out from January to September 2014 for consumers in Belgium, Denmark, France, Italy and the United Kingdom. Details of partnership possibilities are available at www.iprefer30.eu. Hosting the event attended by a broad representation of fashion houses, appliances manufacturers and consumers, Connie Hedegaard, European Commissioner for Climate Action said: *"I very much welcome the "I prefer 30°" campaign. This is an example of partnership at its best and is fully in the spirit of the Commission's aim to encourage multi-stakeholder action in the fight against climate change. If we all make small changes to our daily habits, together we CAN make a big difference. Let's work together for a better climate - one machine wash at a time!"*

In fact if the average wash temperatures were reduced by just 3° in the five key countries covered by the campaign that would save about 1300 GWH, comparable to the electricity consumption of more than 180, 000 inhabitants equivalent to a city like Parma in a year!

Speaking on behalf of A.I.S.E., Mohamed Samir, Vice-President Western Europe Fabric Care for Procter & Gamble, confirmed: *"Consumers can wash confidently most of their clothes at low temperatures as all current modern detergents can deliver the relevant cleaning performance and care, whilst saving energy, CO₂ and money."*

This initiative is the latest in a long tradition by the detergent industry to promote the sustainable production, design and consumption of products, as outlined in the 2012-2013 A.I.S.E. Activity and Sustainability report recently released. Its latest scheme includes the A.I.S.E. [Charter for Sustainable Cleaning](#), which drives high sustainability standards for more than 95% of the total output of the sector through the 205 companies signed up. The report shows significant savings already achieved by manufacturers with 19% energy and 24% CO₂ reduction per tonne of production over the last 7 years. It also reports great penetration of the Charter Advanced Sustainability Profiles, some specific product-related criteria being adopted by 30% of the brands in the total laundry category.

...Ends...

Notes to editors

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About A.I.S.E.

A.I.S.E. is the official representative body for the cleaning and maintenance industry in Europe. Its membership totals 34 national associations in 39 countries, covering about 900 companies. These range from small and medium-sized enterprises to large multinationals active both in the consumer goods market and the industrial & institutional (I&I) domains. A.I.S.E. industry activities are driven by The Agenda for Sustainable Cleaning. The core objective of the agenda is sustainable development. This agenda is supported by two pillars of activities: developing and promoting voluntary actions and cooperating with stakeholders at EU and local level to achieve a balanced and better regulatory framework. Link to A.I.S.E.'s recently released Activity and Sustainability report: www.aise.eu/news

www.sustainable-cleaning.com/en.home.orb

www.cleanright.eu

About the “I prefer 30°” campaign

“I prefer 30°” is a movement that aims at grouping all stakeholders in the laundry industry behind one single message: “I prefer 30°”. The movement includes detergent brands who developed products that provide great cleaning performance at 30°, fashion brands whose clothes stay better looking at 30°, washing machine brands, retailers, nature preservation foundations that know well how simple actions like washing at 30° can help protect the planet and of course the people to whom all these benefits apply.

The concept allows every partner to become part of the movement and highlighting the specific advantages of washing at 30° with an optimal integration in their individual promotional strategy. Opened in June 2013 to partners (eg fashion, retailers, appliance industries, national authorities, NGOs), it will be made public to consumers from January till October 2014. More information about partnership possibilities and toolkit: www.iprefer30.eu

About the EU Commission “World you like”

The Commission's pan-European public awareness campaign *A world you like. With a climate you like*, seeks to promote creative, cost-efficient and competitive solutions for climate-friendly living with the help of civil society and private business.

Innovation and behavioural change will put the EU on its way to meet its objective of an 80-95% reduction in greenhouse gas emissions by 2050. According to research undertaken for the Commission, the EU could reduce emissions by an additional 8-9 per cent by 2020 – or almost half of Italy's total annual emissions – if European households adjust their habits in areas such as transport and heating and adopt a healthy diet.

Since its launch in October 2012, the campaign has attracted more than 22.000 followers on social media and more than 160 official partners. For more information, visit the *World You Like* website and social media channels at:

<http://world-you-like.europa.eu>