



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien  
International Association for Soaps, Detergents and Maintenance Products

## A.I.S.E. EXTERNAL STAKEHOLDER ANNOUNCEMENT

### A.I.S.E. welcomes first partners to "I prefer 30°" campaign

Brussels, 24 July 2013 – Following the announcement of the "I prefer 30°" campaign in Milan on 7 June together with the European Commission, A.I.S.E., the International Association for Soaps, Detergents and Maintenance products, is delighted to welcome the first partners to join its unique multi-stakeholder pan-European laundry campaign in 2014.



⇒ **AMFEP, the Association of Manufacturers and Formulators of Enzyme Products:** a non-profit European industry association that serves as a hub for the information exchange and dialogue between enzymes producers and formulators, industry organisations, the scientific community and policy makers and promotes co-operation on regulatory and safety aspects of enzymes, has endorsed its commitment as an 'Institutional Supporter'. [www.amfep.org](http://www.amfep.org)



⇒ **C.L.A.S.S, Creativity Lifestyle and Sustainable Energy,** is an international eco-platform, global network of showrooms and consultancy founded in 2007 that supports and promotes environmentally sensible products for fashion, home and design through a wide range of eco-textiles, yarns, processes and services. C.L.A.S.S. has endorsed its commitment as a 'Gold Partner'. [www.classecohub.org](http://www.classecohub.org)



⇒ **Procter and Gamble:** the multinational consumer goods company, member of A.I.S.E. and manufacturer of renowned detergent brands like Ariel, Daz, Dash or Bonux, has endorsed its commitment as a 'Core Campaign Leader'. [www.pg.com](http://www.pg.com)

"I prefer 30°" is a unique multi-stakeholder campaign aimed at promoting the benefits of low temperature washing in European households. Opened in June 2013 to B2B partners (eg fashion, retailers, appliance industries, national authorities, NGOs), it will be made public to consumers from January till October 2014, allowing optimal integration of the campaign toolkit into individual promotional activities of the different partners that will have joined that movement to promote sustainable consumption and laundering.

A.I.S.E. welcomes its first partners to the campaign and looks forward to a growing number of companies and organisations joining the movement in the days and weeks ahead! The timeline for detergent companies (Core Campaign Leaders) to commit to the project is open until 30 September 2013. Other partnerships including Gold partners, Corporate and Institutional Supporters (for retailers, fashion houses, institutions etc) are open until 30 March 2014. More information about partnership possibilities, types of commitment and corresponding letters and the communications toolkit can be accessed at [www.iprefer30.eu](http://www.iprefer30.eu)  
Join the movement!

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