



September 2013

# I PREFER 30° POS MATERIAL

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

Supported by GINETEX  


[WWW.IPREFER30.EU](http://WWW.IPREFER30.EU)

## POS MATERIAL

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A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, together with the laundry detergent companies, have joined forces to spread the message of lower temperature washing. Creatively supported by Saatchi & Saatchi, they have developed the I prefer 30° campaign. The benefits are many, from excellent cleaning results to protecting the environment. This campaign calls on you, to help spread this message of lower temperature washing through many means one of which is POS material.

This presentation gives an extensive array of exciting POS material which you can create and customise with your own brand logo to promote this message of sustainability. The POS material outlined here can be used across a whole range of platforms from in-store wobblers and product tags, to outdoor posters and trolleys.

The POS material was designed in a way that highlights the campaign message but never detracts from your product. The material is flexible enough that it can be produced on existing POS material that you may have already developed without encroaching on your design.

Help us spread this valuable message of lower temperature washing and together we can encourage people to adapt their washing habits for a better future for all of us.

**2° ON PRODUCTS IN STORES**  
Campaign branding element on washing machine

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**2° ON PRODUCTS IN STORES**  
Product tag on detergent bottles or packs



### 3° ON TEXTILE

Tote bag

In no case shall the logo be presented as a care label symbol on textile and clothing products and/or textile tags. However, it may be used by textile and clothing retailers/designers on point of sale materials, bags and other similar items in the framework of the campaign.



**NOTE:**  
DO NOT USE IT  
ON CLOTHING  
CARE LABELS &  
CLOTHING TAGS.



**4° IN-STORE MATERIAL**  
Stickers



**4° IN-STORE MATERIAL**  
Wobblers or shelf stoppers



**4° IN-STORE MATERIAL**  
Shopping bag

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**LOW TEMPERATURE WASHING**

**I PREFER 30°**

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

www.iprefer30.eu

**SEE THE BENEFITS FOR YOURSELF OF WASHING AT 30°**

**1 GETS YOUR CLOTHES JUST AS CLEAN**

Washing at 30° is just as effective as washing at 60°. With advanced washing machines and laundry detergents, it's now possible to get clothes perfectly clean at lower temperatures.

And there's more good news. Today's products are now made to achieve high temperature results at lower temperatures so they mean you can lower the temperature of your wash and get clothes as clean as you want.

**2 KEEPS YOUR CLOTHES BETTER FOR LONGER**

Washing your clothes at 30° allows you to take better care of the fabric. We're going to hear this - what clothes will actually last better and last longer? Not why do the clothes today that color for longer when washed at lower temperatures, but there is also less chance of damaging the fabric.

**3 SAYS MONEY ON YOUR ENERGY BILLS**

Did you know that decreasing your washing temperature from 60° to 30° can save electricity? What's more, if everyone just washed at 30° less, and only used as little energy that we'd save even more electricity to build up the better country of the world for a year. So how many of what personal acts can add up to a big difference?

**4 WASHING AT LOWER TEMPERATURES CAN MAKE A BIG DIFFERENCE TO THE ENVIRONMENT**

Did you know that you can help the environment by washing at lower temperatures? And you don't even have to wash at 30°, simply lowering the temperature of your machine for most of your washes and you'll be doing your bit for the environment by saving energy.

But you don't know that doing laundry is one of the most energy consuming household activities, since most of the energy calculated by your machine is used to heat the water. So the single act of lowering the temperature down on your machine can CO2 emissions and help save the planet. Pretty sure that to achieve significant results, don't you agree?

**DISCOVER ALL THE ITEMS YOU CAN WASH AT 30°**

Here are the rules and facts of what you can wash at 30° in general, when you're doing a load of fabric or a washing machine. The washing temperature (30°) will be:

- For cotton, color, polyester, wool, silk, linen, jersey, t-shirts, tank tops, underwear, athletic, non-protect sports clothes, bed and bath linen and bath towels and so on, except at the temperature that higher temperature.

**60°C**

- Wool, silk, leather, fur, cashmere, etc.
- Wool, silk, leather, fur, cashmere, etc.
- Wool, silk, leather, fur, cashmere, etc.

**30°C**

- Wool, silk, leather, fur, cashmere, etc.
- Wool, silk, leather, fur, cashmere, etc.
- Wool, silk, leather, fur, cashmere, etc.

**WHO ELSE IS GETTING ON BOARD?**

You're not alone. Europe is getting behind in the movement to reduce household washing water. 30° is what you'll see in 2013, and we're not a revolutionary approach. It's a simple, practical, and effective way to reduce energy consumption and CO2 emissions. It's a simple, practical, and effective way to reduce energy consumption and CO2 emissions. It's a simple, practical, and effective way to reduce energy consumption and CO2 emissions.

**EXPLORE OTHER WAYS YOU CAN HELP THE ENVIRONMENT AND MAKE A DIFFERENCE**

Actually, there's a lot of other ways to do your bit for the environment. Save 50-80% of household energy consumption by using energy-efficient appliances. Use energy-efficient light bulbs. Use energy-efficient water-saving devices. Use energy-efficient power outlets. Use energy-efficient power outlets. Use energy-efficient power outlets.

**5. READ THE CLOTHING CARE LABEL FOR WASHING INSTRUCTIONS**

When you see the temperature in the care label, remember it's the maximum washing temperature and not the recommended. So if the care label says 40° in the instructions, but not higher than 30°, there are a lot of little facts like this that make people don't know it. If you want to learn more on how to better care for your clothes, go to [www.cleantextiles.com](http://www.cleantextiles.com).

**6. RUN FULL LOADS**

Washing machines use the same amount of energy, water and electricity regardless of how many items or how full a load is. To save energy and money, always make sure you fill the machine.

**More tips:** Following the washing instructions and care on cleaning, towels and socks. Use either washing liquid and only follow the temperature, and [www.cleantextiles.com](http://www.cleantextiles.com).

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

www.iprefer30.eu

DRAFT - Work in progress - Final leaflet to be made available 15 Oct 2013 latest.

**4° IN-STORE MATERIAL**  
 Insertion in retailer magazine

### Een vleugje frisheid

**Supergeconcentreerd vloeibaar wasmiddel Actif-Care Dreet**  
 925 ml  
 promotieprijs per L: 10,80 €

**9<sup>€</sup>**  
Per 23 doseringen

**Geconcentreerd vloeibaar wasmiddel lavendel Dixan**  
 2,475 L  
 promotieprijs per L: 4,60 €

**11<sup>€</sup>**  
Per 23 doseringen

**Supergeconcentreerd vloeibaar wasmiddel lavendel Dash**  
 925 ml  
 promotieprijs per L: 10,80 €

**9<sup>€</sup>**  
Per 23 doseringen

**Navulling geconcentreerd vloeibaar wasmiddel Extreme Power Dixan**  
 1,87 L  
 promotieprijs per L: 5,34 €

**9<sup>€</sup>**  
Per 23 doseringen

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I PREFER 30°

An initiative from the detergent industry to do more for temperature & ecology.

**6<sup>€</sup>**  
Per 20 doseringen

### voor al je wasgoed

**Set wasverzachters met melkkluisjes Soupline**  
 normale prijs 13,50 € - 1,20 €  
 promotieprijs per L: 2,39 €

**7<sup>€</sup>**  
Per set van 2 x 1,5 L

**Wasverzachter Wandelend in de tuin Silan**  
 promotieprijs per L: 2,99 €

**4<sup>€</sup>**  
1,5 L

**Vloeibaar wasmiddel Black Velvet Coral**  
 1,5 L  
 promotieprijs per L: 5,60 €

**8<sup>€</sup>**  
Per 23 doseringen

**Wasverzachter Energy fuchsia Lenor**  
 promotieprijs per L: 2,66 €

**3<sup>€</sup>**  
1,5 L

-5€\*

bij aankoop van 20 € aan producten afgebeeld op pagina 1 tot 9

**8<sup>€</sup>**  
Per 23 doseringen

**Waspoeder Actilift Color Ariel**  
 4 kg  
 promotieprijs per kg: 3,82 €

**15<sup>€</sup>**  
Per 20 doseringen

**Supergeconcentreerd vloeibaar wasmiddel Black Woolite**  
 925 ml  
 promotieprijs per L: 9,45 €

**8<sup>€</sup>**  
Per 23 doseringen

\*1 liter per aanpakking of per product, \*\* vermindert aan de kassa, \*\*\* vermindert aan de kassa, de afgeleverde prijs houdt rekening met de belasting

**4° IN-STORE MATERIAL**  
Trolley

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5° **OUTDOOR MATERIAL**  
Poster



**5° EXISTING MATERIAL**  
Window display exception



**5° EXISTING MATERIAL**  
Clothing store receipt exception

Mon-Fri 8:00 AM-6:00 PM  
Sat 9:00 AM-5:00 PM  
Sun Closed

Order Date: 19/10/2012 Time: 10:52 AM  
Served By: Ehsan

**Order Detail:**

1) Trousers x1 Shorten - Normal	18.00
2) Suit Jacket x1 Shorten Sleeves - With Vent	45.90
3) Shirt x1 Shorten Sleeves - Original	31.90

**Payment Detail:**

Total Alterations: 95.80 GST: 0.71  
Deposit: 0.00  
**Amount Due: 95.80**

Please keep the receipt for collection on:  
**Friday**  
**19/10/2012 11:00 AM**

Item(s) will be kept for one month only.



WWW.IPREFER30.EU

Please keep the receipt for collection on:  
**Friday**  
**19/10/2012 11:00 AM**

Item(s) will be kept for one month only.



## 6° POS CUSTOMISATION - UNBREAKABLE RULES

The must haves

All communication products should contain the four key elements of the campaign: the wash tub (also referred to as the "campaign logo"), the GINETEX logo, the URL, and the signature.

**These four elements must be considered as constituent elements of the campaign, and should be systematically used whether it is on the visuals presented in the guidelines, or any other communication material.**

Wash tub



URL " www.iprefer30.eu"

**WWW.IPREFER30.EU**

GINETEX Logo



Signature

**An initiative from the detergent industry to promote low temperature washing.**

## 6° POS CUSTOMISATION - UNBREAKABLE RULES

### The must haves

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The communication material produced in collaboration with partners should observe the following rules, in terms of position and proportion of the signature elements and the wash tub logo. The visual examples of the customisation options described below can be seen on the following page.

As a first overarching rule, the space for signatures should not represent more than 10% of the height of the document. The space is divided in four squares vertically, which will be used as a yardstick.

As illustrated on the following page, the signature and GINETEX logo should be positioned at a distance of two x's from the left edge (left hand side); and the URL at one x from the top of the space (on the right side).

The logo of the partner should be placed centrally (in the height).

**The words “In partnership with” (or their approved A.I.S.E. translation) should always be used before introducing the campaign partner name/logo.**

Regarding the wash tub a partner can choose between Option 1 and Option 2. Option 1 allows the partner to use the IP30 wash tub in its original form and simply customise the signature as mentioned. Alternatively a partner can choose Option 2 and include their brand name as part of the the wash tub symbol.

If a partner's brand name is longer than one word this can also be accommodated, as can be seen in the visuals on the following page.

NB: for both Options 1 and/or 2, the partner may choose to use either its corporate company/organisation name or a brand name.

It is important to note that the customised logo and signautre should never be used alone. They should always be part of the 4 key elements which constitute the campaign as mentioned on the previous page.

Further details on customisation, while respecting the 4 key elements, can be found on the subsequent pages.

The campaign font should always be respected when customising the wash tub logo and all brand names within the wash tub should be written in the Interstate font - see section 4° for more details. The partners can however use their official brand logo as part of the signature customisation.

Please see the next page for visual examples of the above guidelines.

## 6° POS CUSTOMISATION - UNBREAKABLE RULES

In partnership with...

The communication material produced in collaboration with partners should observe the following rules, in terms of position and proportion of the signature elements.

As a first overarching rule, the space for signatures should not represent more than 30% of the height of the document.

A minimum distance of 5 mm from the coloured box should always be maintained when writing the signature. Whatever distance is eventually chosen it should then be replicated on all sides of the white box.

maximum 30%  
of the height of  
the document



maximum 30%  
of the height of  
the document



**6° POS CUSTOMISATION**  
Customisation examples

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Tote bag



Wobblers on detergent bottle

## 6° POS CUSTOMISATION

Customisation examples

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Sticker examples



Wobbler example

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