



Make a big difference – reduce your washing temperature by 3°

Posted on February 20, 2014 by Sarah OBeirne



A consumer campaign to get people washing at lower temperatures has been initiated by the European detergent industry, headed by AISE (International Association for Soaps, Detergents and Maintenance Products).

The campaign – *I PREFER 30°* - has been rolled across five countries (Belgium, Denmark, France, Italy & UK) in co-ordination with each national association, and aims at driving down the average wash temperature of domestic laundry washing.

Open to an extensive group of consumer partners including the fashion/textile industry, retailers,



appliance manufacturers, and other interested stakeholders, the initiative will feature in magazine ads, website ads and Point of Sale material at participating outlets in the coming months. By encouraging people to wash at lower temperatures the change is not only one which is good for the environment, but it will also enable clothes to last longer and will assist in reducing the amount of energy consumed through electricity.

Due to today's detergents being so effective, gone are the days where it was once commonplace to wash at high temperatures to remove tough stains and bacteria. However, in some cases, where items are heavily soiled or someone has been ill it is still recommended to continue to wash items at high temperatures. Clothes

used in contact sorts and uniforms of healthcare workers should always be washed with an active oxygen bleach detergent or additive at 60°C.

The campaign aims to encourage the UK public to consider the joint effort that needs to be taken to protect the environment. According to the campaign washing at lower temperatures is a win situation for everyone and the world we live in. It claims the average washing temperature in the UK is 39°C and if individuals collectively reduced their laundry wash temperature by a mere 3°, it would be the equivalent of taking 127,000 UK cars off the road.

Washing at lower temperatures you:

1. Get clean clothes as fresh as you like.
2. Respect the environment.
3. Make energy and therefore financial savings.
4. Best protect your clothes' fibres

Did you know?

- Within the five campaign countries the UK (with 115,6 kWh/hh/yr) and Italy (112,7 kWh/ hh/yr) have the highest 'per capita' energy consumption for washing.
- A reduction of the current average wash temperature by 3°C in the 5 campaign countries could reduce the energy consumption for laundry washing by 1065 GWh/yr. This corresponds to 11,7% of the current total of 9129,5 GWh/yr; it is also the electricity consumption of a city of more than 140000 inhabitants in a year!
- The CO2 emissions from energy use in washing and drying clothes in UK are equal to about 10% of the total CO2 emissions from cars across the UK.
- UK: average number of washes per week: 4. Average wash temperature 39°C. Washes at 30° C or below: only 32.3%. Annual laundry energy use per household: 115.6 kWh. Potential savings (wash T reduced by 3°C): 20.1%.

The campaign is not targeting commercial and industrial cleaning processes.

Like  1

Related posts:

1. 'I prefer 30°' sustainable laundry campaign launched
2. P&G and alliance to educate on benefits of cold water washing
3. UK laundering technology is a washing success in the USA
4. Nanodiamonds cut through dirt to bring back !
5. Sainsbury!

This entry was posted in Announcements, News, Sustainability and tagged AISE, Belgium, campaign, Denmark, domestic laundry washing, energy use, environment, European detergent industry, France, I prefer 30°, Italy, magazine ads, point of sale material, UK, washing at lower temperatures, web ads. Bookmark the permalink.

kpm media © 2013 | FMJdata | Floordata | CHTdata

01322 662289 | Calls may be recorded for monitoring & training purposes