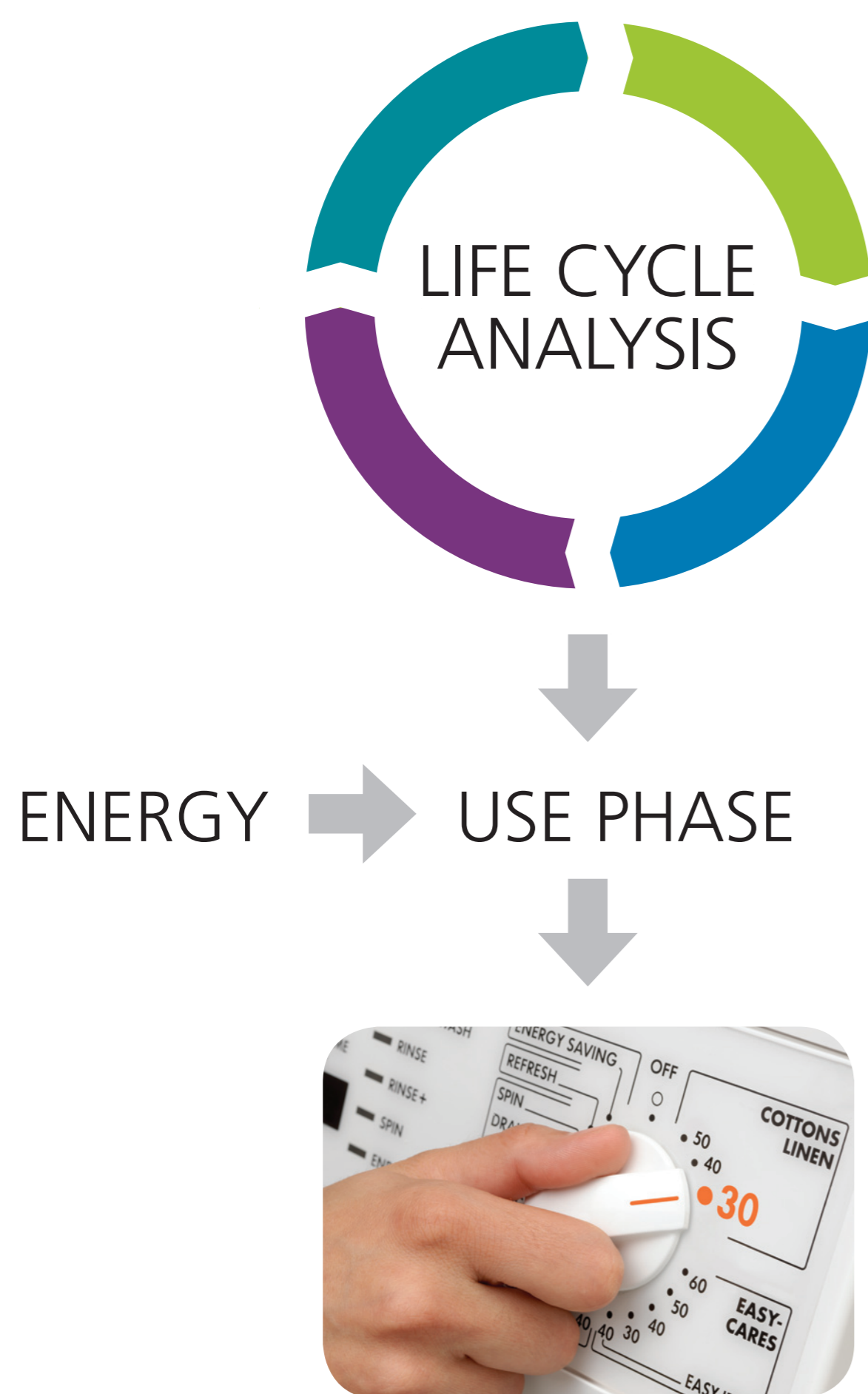


LOW TEMPERATURE WASHING

Modern detergents enable savings in energy and greenhouse gas emissions



- **Energy** consumed by the washing machine to heat the water = **Largest environmental impact** of the detergent across all life cycle stages
- Washing **at lower temperatures**: a pivotal driver to improve the overall sustainability profile of the laundry process
- Detergent manufacturers and their suppliers have invested **significant R&D efforts** in recent years to improve the washing performance of modern detergents at low temperatures (30°C or less).
- **No burden shift** as the key cleaning ingredients (e.g. surfactants, enzymes) are biodegradable and do not cause adverse effects on the environment.

Engaging consumers is key

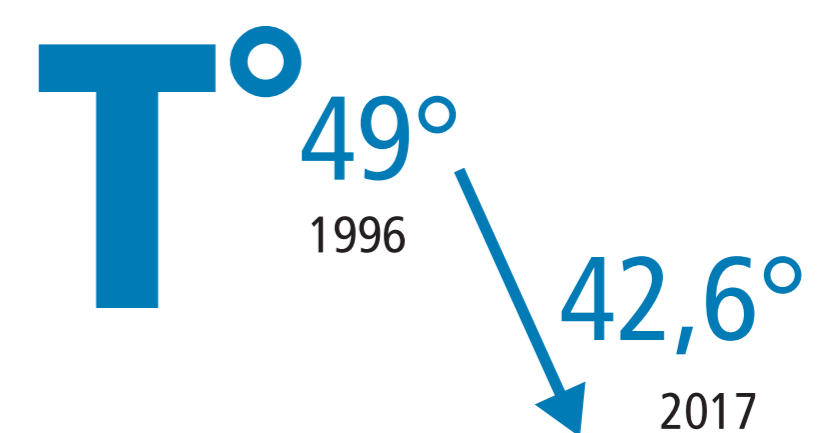
- Adapt laundry habits and **wash at reduced temperatures** where appropriate
- Detailed guidance on www.iprefer30.eu
- Lower temperatures are also gentler for coloured items and for fabric care
- Engagement is best achieved by a genuine **multi-stakeholder collaboration**



KEY FACTS: In Europe, in 2017

- **40 billion** wash loads every year; **1100** washes started every second
- **40°C** cycle is still the most popular program
- Different consumer habits across EU regions: Scandinavia: 46,2°; Southern Europe: 39,7°

AVERAGE EU WASH



A.I.S.E. promotes low temperature washing

A.I.S.E. is committed to a circular economy and sustainability, aiming to reduce the environmental footprint all along the life cycle of detergents and maintenance products. This is achieved through the development and implementation of the following relevant activities:



Sustainable Design:

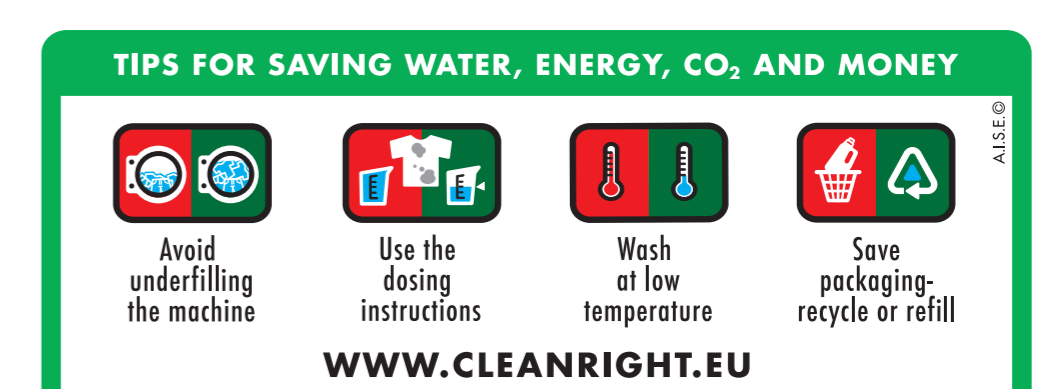
Via the A.I.S.E. Charter for Sustainable Cleaning

- Product criteria include low temperature requirements
- Implemented by about **25% of the laundry detergent brands** across Europe



Sustainable consumption:

- "Washright" campaign (1997-2001)
- Cleanright best use panels (featured on billions of packs) since 1997
- www.cleanright.eu industry portal since 2008
- Unique "I prefer 30°" campaign (2014 -2016) jointly with other stakeholders, such as appliance and textiles industry, retailers, authorities - www.iprefer30.eu



www.aise.eu