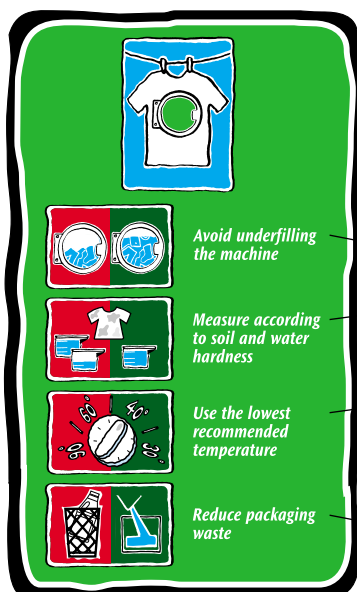




www.washright.com

Promoting Sustainable Consumption of Household Laundry Detergents in Europe: Washright, a unique industry campaign

- ◇ The Washright campaign aims to provide household tips to consumers consistently throughout Europe and to advise them about washing laundry in a more environment-friendly way. The campaign was initiated in 1998 through A.I.S.E. to complement the industry's work in developing products and packaging that have minimum impact on the environment, while educating consumers on more efficient washing habits.
- ◇ In 2000, A.I.S.E. launched a pan-European TV campaign to promote the Washright messages more widely. This was welcomed by many, including Commissioner for the Environment Margot Wallström, UNEP (United Nations Environment Program) and BEUC (European Consumers Association). It was repeated in 2001 and in 2002.
- ◇ In 2002, the industry has again committed 10 million euro towards a pan-European television or print advertising campaign communicating the key messages of this campaign, starting mid-year in 15 countries. The campaign consists of 15-second Washright TV adverts with campaign messages, and is designed to reach approximately 70% of European households.
- ◇ Since the implementation of the Washright campaign, consistent consumer communication material has been developed by A.I.S.E. and placed by companies committed to this initiative (through the A.I.S.E. Code of good environmental practice) on billions of laundry detergent packages throughout Europe. Since 1998, 90% of European Household Laundry detergent products have been featuring the Washright panel, totalling over 500 million panel-carrying packages across Europe each year.



- ◇ The Washright panel includes household tips to raise awareness of key messages:

- 1 **Washing more clothes in one wash will reduce the water and energy used.**
- 2 **The amount of detergent used should relate to the hardness of the water in your area and the soil level of the laundry.**
- 3 **Most of today's washing detergents work well at low temperatures, so using high-temperature washes are not usually necessary and use more energy that required.**
- 4 **Keep permanent or refillable packaging and buy refill packs where available.**

- ◇ Pan-European research conducted with a cross-section of consumers found that they rated the campaign as "good" to "excellent" and 50% remembered the campaign: this is a very high recall figure.
- ◇ A.I.S.E. is the official body representing the soap, detergent and maintenance products industry with European and other international organisations. It aims to represent the industry and cooperate with international authorities on topics of common interest, to study issues, provide and exchange information for member associations and their companies. A.I.S.E. represents around 750 companies across Europe, representing 90% of the market.