

**Look! Your powder detergent  
is more concentrated.  
Follow the dosage instructions,  
help the environment!**



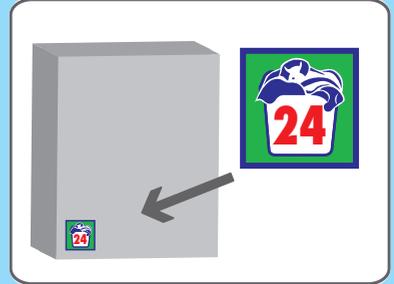
All over Europe, powder detergents are becoming more concentrated, meaning that there is less raw materials and less packaging needed, which leads to less waste and reduced CO<sub>2</sub> emissions from transport. Pay careful attention to the new dosing instructions, as you will need to use less detergent from now on for the same washing.

A voluntary industry initiative. [www.aise.eu](http://www.aise.eu)

# Did you know that...?

## ► ... you can find the number of washes on the front of every pack

You can tell how many washes you get from your laundry detergent by checking the "laundry basket" icon shown on the front of every pack. Always see the dosing instructions for detailed guidance.



Always look for the number of washes shown on the "laundry basket" icon when comparing products. The icon tells the number of washes for medium soil and medium water hardness.

## ► ... concentrated detergents give big benefits for sustainability

Thanks to modern technology, concentrated detergents deliver the same wash in a smaller dose.

This saves a lot of raw materials, packaging and transport, and reduces CO<sub>2</sub> emissions.

Concentrated detergents give washing performance at least as good as standard detergents, and ensure a high level of safety for your health and the environment.



## ► ... using the right dose gives the best results

When using concentrated detergents, always remember to pay close attention to the dosing instructions. This way, you will get optimum results while minimising any effect on the environment.

**TIPS FOR SAVING WATER, ENERGY, CO<sub>2</sub> AND MONEY**

- Avoid underfilling the machine**
- Use the dosing instructions**
- Wash at low temperature**
- Save packaging- recycle or refill**

**WWW.CLEANRIGHT.EU**

AISEB

More info at [www.cleanright.eu](http://www.cleanright.eu)

Nota Bene: Please note that the figures in the dosage table and reference to "24" wash loads are for illustration purposes only.

## Typical dosing instructions



### HOW TO DOSE CORRECTLY

degree of soil	low	medium	high
water softness			
1 soft <150 ppm	60 ml	85 ml	145 ml
2 medium 150 - 250 ppm	60 ml	115 ml	175 ml
3 hard >250 ppm	85 ml	145 ml	205 ml



**WASH-LOADS**