



## **Top tips for simple laundry success!**

Washing clothes is one of the most basic of household chores. It is so basic in fact that many of us do it on auto-pilot and rarely stop and question the manner in which we wash our clothes. In a world of technological breakthrough it's important to remember the simple things, like how to care for your old faithful jeans, your favourite tee and your little black dress.

To help the clothes you love get the care they deserve Ecover and People Tree have come to the rescue with the definitive guide on how to wash - the ecological and ethical way. It's worth thinking about the fact that washing, drying and ironing our clothes can contribute as much as 80% of the carbon footprint of clothing\*. When you've invested in a beautiful piece of People Tree Fair Trade clothing it deserves to be cared for in a way which protects the environment too, using Ecover laundry powders and liquids.

First, a quick (but important) lesson - Bio and Non-Bio – what's the difference? Ecover's Biological laundry powder contains enzymes. Enzymes are used in a wash to break down protein and fat-based stains and are ideal for clothes with soils and stains.

Ecover's Non-Biological powder is recommended for whites and colourfast laundry. It does not contain enzymes but works by using an integrated bleach activator to clean the clothes without using optical brighteners – an added chemical in conventional detergents which make an irreversible chemical bond with the skin and reflect light, making clothes and bed linen look brighter than they are.

### Top Tips

1. Labels – it sounds obvious but many of us forget to read them and end up ruining our favourite dress or shrinking our woolly jumper by washing at the wrong temperature. (Check your washing machine manual if you're not sure what some of those washing symbols mean).

2. Clothes have hand wash labels for a reason, they need special care. Use a gentle liquid for this task, Ecover Delicate liquid is a great option.
3. Sort clothes according to colour, washing temperature and fabric type – this will prevent any colour mishaps and shrunken favourites.
4. Zip zippers, velcro tabs and check pockets for tissues, coins, and leaky pens to avoid washing nightmares.
5. Do you really need to hot wash those clothes? A warm wash and cold rinse will often work as well as a hot water wash.
6. Why not hang washing outside to dry the natural way rather than using a tumble dryer?
7. If you have to iron your clothes de-calcify your iron by pouring a solution of white wine vinegar and water in to the steam cavity. Turn the iron on hot and let it steam for five minutes, then pour the solution away and rinse.
8. Top tips for stains – on dry clean only fabrics rub the stain immediately with an ice cube rather than a cloth, to prevent the stain from setting or use Ecover's ecological Stain remover.
9. Wherever possible treat the stain on the reverse of the fabric.
10. Washing machines work most efficiently when they are almost full – just keep a few inches free at the top

Ecover and People Tree have teamed up to offer a great competition available on the Ecover laundry range. Two lucky entrants could win £500 worth of People Tree Fair Trade clothing or one of two hundred Fair Trade necklaces for runners up. Look out for our special on-pack offer out in May.

## **Ends**

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## Notes to Editors

\* Fashioning Sustainability: A review of the sustainability impacts of the clothing industry, Forum for the Future, March 2007

- Ecover operates from the world famous Ecological factory and is globally respected as an organisation, which is forging the way for ethical companies of the future. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation. Ecover sets the standards for others to follow and has been recognised by the United Nations Environment programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment
- All of Ecover's plastic bottles are made from polyethylene and polypropylene, which are both 100% recyclable and can be recycled together
- The product range is not only kinder to the environment, but also kinder to the skin as all products are based on natural plant and mineral ingredients and do not contain optical brighteners. For more information on Ecover see [www.ecover.com](http://www.ecover.com)
- People Tree is a pioneering Fair Trade and ecological fashion company, making beautiful clothing and accessories for women, men, children and babies. People Tree products are made to the highest Fair Trade and environmental standards from start to finish. People Tree works with 705 Fair Trade groups in 18 developing countries, helping people from some of the world's most marginalized communities use Fair Trade to escape from poverty.
- People Tree creates two seasonal collections a year which are available online at [www.peopletree.co.uk](http://www.peopletree.co.uk) and through mail order. Their designs are also stocked in over 70 Fair Trade and independent shops throughout the UK, in Topshop's flagship Oxford Street store in London, and throughout Europe.