

## Read the dosing instructions for more concentrated powder laundry detergents



RUCODEM has launched the voluntary initiative PREP P RO – Product Resource Efficiency Project related to household powder laundry detergents.

The initiative aims to reduce the impact on the environment of laundry powder detergents used in households.

More concentrated powder laundry detergents, like any other laundry detergents, have dosage recommendations and because they are more

concentrated, the amount recommended for one wash is smaller.

All concentrated powder detergents introduced on the market in the context of PREP P RO are signaled with the help of pictograms placed on the front of each package and corresponding to the dosage table, to ensure the best visibility and thus the identification of concentrated products. The pictograms provide, in an easy-to-understand way, information about the concentration level and inform consumers about the appropriate dosage.

Due to the concentrated powder detergents, consumers will use less product to wash the same amount of laundry, with the same quality of final results. The PREP P RO campaign encourages them to change and develop new dosing habits, to use less powder detergent to wash the same amount of laundry with the same quality of the final result.

Consumers will be able to reduce their environmental impact by also using the lowest recommended temperature, avoid under-loading the washing machine and dose according to the degree of soiling of the garments and water hardness levels.

**Please read and follow the recommendations regarding detergent dosing!**