

# Expertise Plus Information

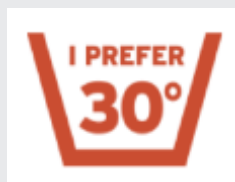
8<sup>th</sup> September 2016  
[www.btc-europe.com/information](http://www.btc-europe.com/information)

## Offering Solutions for Low Temperatures

### **BASF enables choices for superior washing performance**

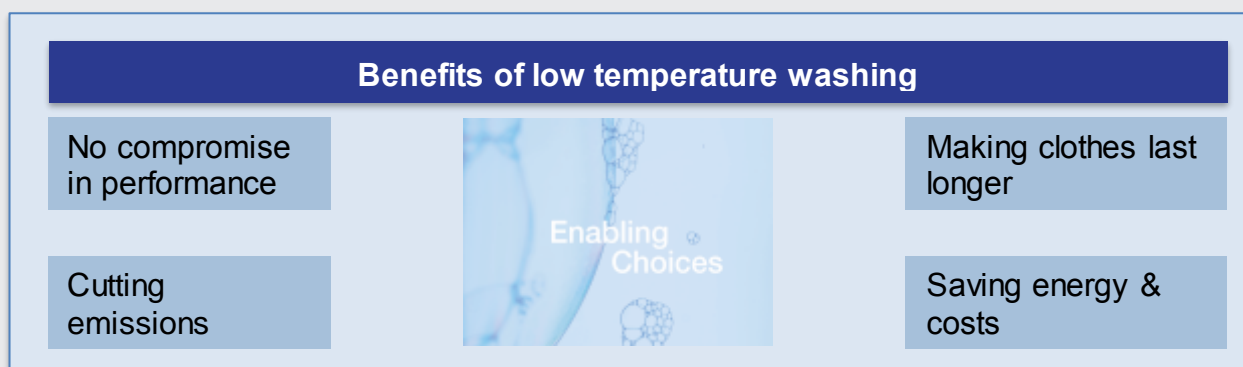
In Europe, the current average washing temperature is 41° C. According to A.I.S.E. (International Association of Soaps, Detergents and Maintenance Products), over 2,300 GWh/year could be saved by reducing this temperature by as little as 3°.

A small change in consumer behavior can make a big difference! The A.I.S.E. "I prefer 30°" campaign focuses particularly on this change:



[www.iprefer30.eu](http://www.iprefer30.eu)

BASF enables choices for low temperature washing based on its broad product portfolio and broad industry expertise. Together with our customers, we offer convenient solutions for challenging consumer needs.



When perfectly clean laundry and saving energy are no longer a contradiction, it's because at BASF, we create chemistry.

You can find additional information and contact your local BTC contact partner directly using our website for your [industry](#).

Would you like to regularly receive useful information and the latest news from the world of BTC's speciality chemicals for your industry? You can subscribe to our Expertise Plus Information specifically for your industry at [www.btc-europe.com/information](http://www.btc-europe.com/information).