



Cold wash+line dry=happy planet.

15 October 2009

Target going cold for the climate

In line with leading European retailers, Target is taking its next environmental step with the introduction of a Think Climate label that gives customers a choice to reduce their energy use by cold washing and line drying Target products.

The new environmentally conscious label can now be found on the care instructions on a large range of Target's clothing and manchester across its 286 Target and Target Country stores.

Launa Inman, Target's Managing Director, said the new Think Climate label has been added to remind and encourage Target customers to think about their impact on the environment.

"Our customers can reduce energy use where possible, by washing their specially marked product in cold water and hanging them on the line to dry," Ms Inman said.

According to the Australian Government's energy rating website, approximately 80% of the total energy used in a warm wash is associated with heating water, so washing clothes in cold water can make a substantial energy saving. (<http://www.energyrating.gov.au/faq.html>)

Target's Think Climate label, which recommends cold washing and line drying, can now be found on most Target brand clothing including women's, men's and children's tops, jeans, pants, jumpers and socks and almost half of the manchester range including towels and bed linen.

In line with Target's commitment to quality, extensive testing has been conducted on all products with the new Think Climate label so customers can be confident that if they wash in cold water using a cold wash detergent, their Target products will perform to the same high quality standards.

"By simply making the choice to use cold water, customers will still get the same great results and be able to make a saving on their energy bills, while reducing their impact on the environment," said Ms Inman.

"As clothes dryers are one of the biggest energy users in a home, letting the sun do its work to naturally dry our products is another easy way customers can save energy."

"We all have a role to play in reducing our impact on the environment and this is another small way to make a difference," she added.

From 16 October the Think Climate – cold wash & line dry label will be promoted to customers via Target's website, in catalogue advertising and instore signage.

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