

LOVE NATURE.

Let's go green



Buy a rotary dryer and
we'll plant a tree



 **brabantia**

FRESH IDEAS

1. Keep clean
2. Savings
3. Bigger bins
4. Get some air
5. Don't overdose
6. Wash less
7. Wash full loads
8. Upgrade

DRY NATURALLY

9. From top to bottom
10. Smart drying
11. Save on ironing
12. Scent on love
13. Dry naturally
14. Clear lines
15. Pick the perfect dryer
16. Clip and clear

ENJOY FOOD

17. Smart storage
18. The gift of love
19. Don't overcook
20. Recycle

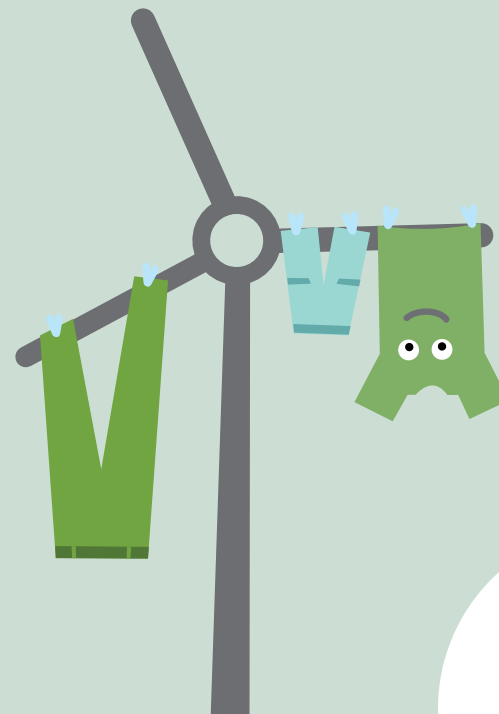
REDUCE WASTE

21. Creative cartons
22. Love leftovers
23. Bag-it
24. Precycle

ECOSTYLE

25. Plant a tree
26. Go vintage
27. Repair, don't replace
28. Share

Do you want to help out Mother Nature? With a little change, creative thinking and maybe some of our smart products, you can make your life and laundry a whole lot greener - and save some money, too. Check out these eco-tips.



FRESH IDEAS

1 KEEP CLEAN

Washing costs water and energy. Wash less: apply deodorant and perfume before getting dressed. And when you get home, hang up your work-gear to air.



2 SAVING²

When you save energy, you not only do good for our planet, but you save money too. So you have two good reasons to start line drying your clothes.



3 BIGGER BINS

Some studies show that a major trigger for doing the laundry is when the laundry bin is full. When you want to wash less, a bigger bin might be the answer.



4 GET SOME AIR

To quickly freshen clothes, simply hang them out in the fresh air for an hour or two.



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LOVENATURE GO GREEN



5 DON'T OVERDOSE

Too much detergent reduces a washer's efficiency and brings more unhealthy stuff into the ecosystem. The best dosage is usually on the box.



6 WASH LESS

Some say washing jeans every two weeks rather than every day or weekly is enough. Why not give it a try?



7 WASH FULL LOADS

Even the most energy-efficient washing machines use lots of water. Save up by waiting until you have a full washer's worth of laundry.



8 UPGRADE

Looking for a new washer? Buying an energy efficient model can save water, energy, and money.



DRY NATURALLY

9 FROM TOP TO BOTTOM

When you hang pants upside down from the legs it reduces creasing. Hang your clothes up immediately after washing. Gravity will pull most creases out.



10 SMART DRYING

If you hang items on hangers, you can double the amount of clothing you can fit on one clothesline. Extra plus: all of your shirts can go right in the closet when dry.



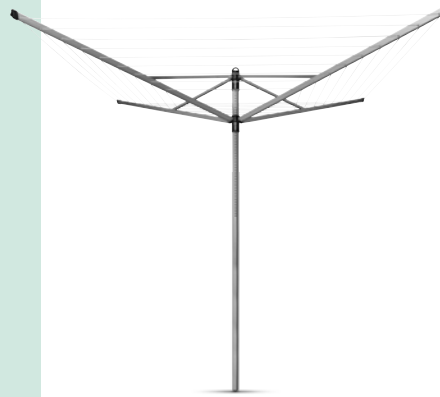
11 SAVE ON IRONING

Sun and wind are doing some great work in removing creases in your clothing. A good shake before hanging also minimize creases.



12 SCENT OF LOVE

There is no better smell for your laundry than that lovely combination of fresh air and sunshine. And you don't even have to put any fancy products into the machine for that.



13 DITCH THAT DRYER

Keeping your clothes out of the tumble dryer extends their life, reduces energy use, and cuts costs. Just don't put dark colours in bright sunlight or they'll fade.

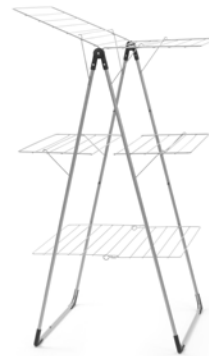
14 CLEAR LINES

Before hanging your clean laundry, clean the line with a damp cloth. Or choose one of our protective rotary dryer covers to keep your lines dry and clean.



15 PICK THE PERFECT DRYER

The best thing to stimulate line drying indoors is investing in the largest drying rack you have space for. Our Tower Drying Rack gives you 23 metres of drying space on just one square metre of floor.



16 CLIP AND CLEAR

Double layers of folded fabric take longer drying and you get fold lines in weird places once your clothes have dried. Clothes pegs are the better option.



ENJOY FOOD

17 SMART STORAGE

Extend the shelf life of food, don't store onions close to potatoes, as both will get spoiled quicker. And for dry supplies, use airtight storage containers.



18 THE GIFT OF LOVE

Edible gifts are easy, delicious and eco-friendly! Homemade jellies, jams, sauces or some cute cookies in a jar are lovely to give and to receive.



19 DON'T OVERCOOK

Measure your ingredients for the perfect amount of food. To prevent throwing lovely food away.



20 RECYCLE

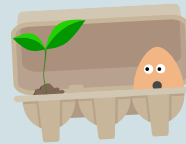
Brabantia supports your sustainability efforts too, with our easy and unique recycling or waste separation bins. Making both your home and our planet a better place.



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21 CREATIVE CARTONS

Did you know, paper based egg cartons should be put into your recycling bin or on your compost pile? They are also great seedling starters and for storing delicate Xmas baubles.



22 LOVE LEFTOVERS

Don't waste food; keep leftovers in a reusable container. When you choose one that can be heated, it will save you washing up too!



23 BAG-IT

Bring your own cotton bags to the supermarket. Let's help reduce waste, we do not need any more plastics!



24 PRECYCLE

Precycling is stopping waste before it happens. Like buying in bulk and concentrate, and buying products with less packaging. And buying stuff that lasts is a good precycling strategy too!



ECOSTYLE

25 PLANT A TREE

Trees are pretty, house wildlife and reduce CO2 – a great way to make our world greener.



26 GO VINTAGE

Investing in second-hand pieces means less new stuff has to be produced and transported. Vintage also adds charm and character to your home and look.



27 REPAIR, DON'T REPLACE

Repairing an item instead of replacing it is more environmentally friendly. Your Brabantia products go an even longer way with our Service Parts.



28 SHARE

Sharing things like books, magazines, movies, games, and newspapers between friends and neighbours is both sociable and sustainable.



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LOVENATURE GO GREEN

We love our planet as much as you do. That's why we design our products to make the world more beautiful today, and for generations to come. Because they're stylish, well-made and designed to be recycled, you can love using them for as long as you want – without feeling guilty when you finally let them go. How beautiful is that?



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