

Think Climate - Wash at 30°C



Lowering your washing temperature to 30°C can save around 40% energy per wash. In fact, the Energy Saving Trust estimates that if we all moved to washing at 30°C, we'd save enough electricity to light every street lamp in the UK for 10 months!

Does a 30°C wash clean as effectively as a 40°C, though? Not only is 30°C ideal for freshening many washable items, independent tests* show there's no significant reduction in performance for everyday loads.

You'll find that around 70% of our machine washable clothing can be washed effectively at 30°C - and from July, we'll be putting new 'Think Climate - Wash at 30°C' labels in our clothes to show you exactly which ones they are.

*commissioned by M&S and supported by leading detergent manufacturers

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Hints and Tips

By washing at 30°C wherever you can, you'll be helping to cut carbon emissions and doing your bit to reduce climate change.

Washing powders and liquid detergents are designed to work in low energy 30°C washes, as they dissolve quickly, start to work fast and contain special cleaning ingredients to aid stain removal. Make sure you use the right amount, (consult the pack for details), as detergent has to work harder at lower temperatures and using too little may mean you have to wash again.

Remember that the temperature shown on a care label is the maximum temperature that the item can be washed at, but it's perfectly okay to wash it in a cooler cycle to save energy.

As long as you fill the machine properly, use the right amount of detergent, and wash colours and whites separately, washing at 30°C is clean and energy-saving.

However, really stained or dirty products, (along with items such as underwear and baby clothes), will benefit from a higher temperature wash.

Whatever temperature you wash your clothes at, detergents' experts recommend carrying out an occasional wash at a higher temperature - with detergent but no clothing present - to hygienically cleanse the inside of the machine to freshen it up.

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Marks & Spencer is a partner in the We're in this Together campaign.
For more climate change solutions go to www.together.com