

Ontario Hydro and Procter & Gamble launch cold water project

Procter and Gamble Inc. and Ontario Hydro are launching a campaign to encourage people to conserve energy when doing laundry by rinsing in cold water. This is the first time Ontario Hydro has teamed up with a major packaged goods manufacturer to launch an energy conservation program. The utility's Vice President of Energy Management, Dane MacCarthy says a joint venture made sense. "We know electricity, but Procter and Gamble know laundry, so P and G's contribution was essential to reaching the consumer," said MacCarthy.

"We're delighted to be working with Hydro to promote cold water rinsing," said Bob McDonald, Laundry Products Manager at Procter and Gamble. "Clothes come out just as clean, and the environment comes out cleaner," McDonald added.

Hydro's MacCarthy says that the corporation decided to develop a public education campaign when

market research revealed 30 per cent of consumers still rinse their laundry in warm water or even hot water after washing.

Cold rinsing saves energy used to heat the rinse water. Over the course of a year of cold rinsing, a typical family would save enough energy to heat the water for 100 baths or 220 showers. "Our energy conservation targets are ambitious, and it will take aggressive and innovative programs like this to meet them," MacCarthy said.

The consumer communication program will include province-wide newspaper and magazine features with energy saving information about laundry, along with valuable coupons for Tide with Bleach and Ultra Cheer, the sponsoring P and G laundry brands. The program will also include display material in grocery,

drug and mass merchandising stores where Tide and Cheer are sold, and direct consumer mailings.

Ontario Hydro is a provincial crown corporation which generates and supplies electricity throughout Ontario. Procter and Gamble is a leading manufacturer of a wide variety of consumer packaged goods, with 50 per cent of the laundry detergent market.

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