

## SOLUTIONS FOR CONSUMERS

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Every year, Europeans do around 36 billion loads of machine washing and most of them contain synthetic clothes, releasing up to 9 million of non-degradable fibers into the waste water. Most of these fibers slip undetected through water treatment plants and out to the sea.

Around 60% of our clothing consists of synthetic materials or a mix of natural and synthetic fabrics. Synthetic materials include polyester, acrylic, nylon, rayon, spandex, polyamide & others.

What can you do from your home to reduce microfiber pollution from your clothes? With small changes in your washing habits, you can reduce the amount of fibers you shed.



**Fill up your washing machine to the max:** washing a full load results in less friction between the clothes. That way, less fibers are released.



**Use washing liquid instead of powder:** the 'scrub' function of the grains of the powder result in loosening the fibers of clothes more than with liquid.



**Use a fabric softener:** some ingredients in fabric softeners reduce friction between fibers so the release decreases.



**Wash at a low temperature:** when clothes are washed at a high temperature some fabrics are damaged, leading to the release of fibers.



**Avoid long washings:** long periods of washing cause more friction between fabrics, which creates more tearing of the fibers.



**Dry spin your clothes at low revs:** higher revolutions increase the friction between the clothes, resulting in higher chances of fibers loosening.



**Avoid buying synthetic clothes:** when possible, look for wool, cotton, linen, silk, cashmere or other natural fabrics.