



**Under strict embargo until 6am Sunday 3 April**

ALDI Stores  
(A Limited Partnership)  
1 Sargents Road  
Minchinbury NSW 2770

## **Media Release**

30 March 2011

### **All ALDI laundry detergents to be phosphate free by 2013**

ALDI has today announced all of its laundry powder and liquid products will be phosphate free by the end of 2013.

Stefan Kopp, ALDI Managing Director – Buying, says ALDI takes its corporate responsibility very seriously.

“ALDI believes it makes good business sense to protect the environment and so we are working closely with our suppliers to phase out the use of phosphates in our laundry detergents,” he says.

“Phosphate can have a harmful impact on our water systems and marine life.

“This initiative will not only benefit the environment, but also our customers who are increasingly aware and concerned about the environmental impact of their purchasing decisions.

“In making this change, it has been important to maintain and where possible improve product quality, while at the same time offering an everyday low price.

“Today the price of our Laundrite 4kg Laundry Powder, which is already phosphate free, became even lower. It has been reduced from \$4.29 to \$3.69; this new price shows it doesn't have to cost you the earth to reduce your impact on it,” says Mr Kopp.

ALDI's core range laundry detergents already include a number of phosphate free products, including:

- Almat Laundry Powder Concentrate (3kg) retails for \$6.49
- Laundrite Laundry Liquid (2L) retails for \$1.49

Jon Dee, Founder and Managing Director of Do Something!, is running the campaign to ban phosphates in Australia's laundry powder and liquids. He says the decision by ALDI is a major win for the environment and consumers.

“It's great to see ALDI taking the lead on this – it is a major step forward for our campaign. America's detergent companies banned phosphates in the 1990s, so why can't their Australian counterparts do the same? All Australian supermarkets need to stop selling laundry detergents that contain phosphates,” he says.

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