

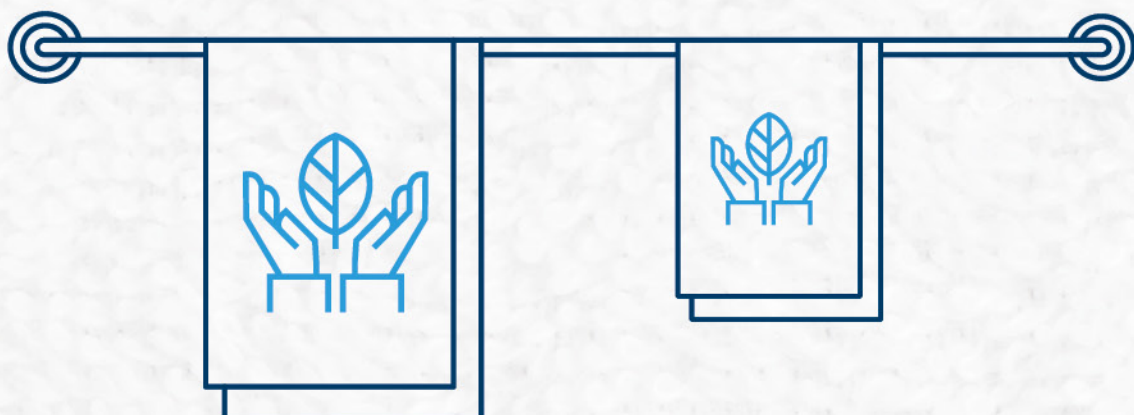


# FORCE OF HABIT SAVES LAUNDRY AND CUTS PRESSURE ON THE ENVIRONMENT

## A CALL TO ACTION: FOR THE ENVIRONMENT\*

Every day, in hotel all over the world, tons of towels are washed and washing powder is used, which contaminates the water. Please decide!

- Towels inside the bathtub mean "Please change my towels".
- Towels hanging on the rail mean "I am going to use my towels again". "Please, save the environment!"



38.6%

Re-used  
Bath Towels

43.1%

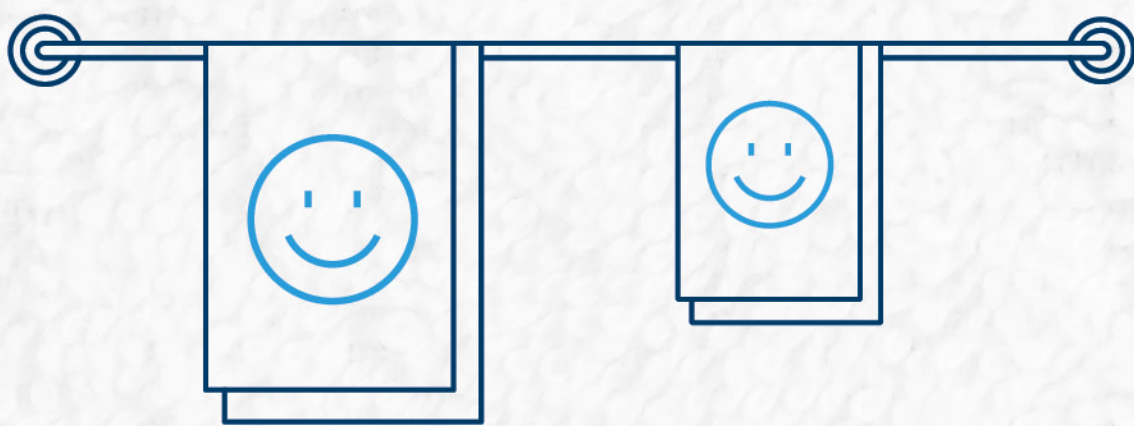
Re-used  
Hand Towels

\*Version used currently at the TUI Magic Life when experiment was conducted.

## A CALL TO ACTION: WITH HUMOUR

Let me hug you once more. And reuse me tomorrow.

- Towels inside the bathtub mean "Please change my towels".
- Towels hanging on the rail mean "I am going to use my towels again".



25.8%

Re-used  
Bath Towels

32.6%

Re-used  
Hand Towels

## A CALL TO ACTION: BY HABIT

Reuse me tomorrow. Just like home.

- Towels inside the bathtub mean "Please change my towels".
- Towels hanging on the rail mean "I am going to use my towels again".



49.4%

Re-used  
Bath Towels

56.3%

Re-used  
Hand Towels