



Consumer Safety Campaign Digital Toolkit: Campaign Fact Sheet

The Key Pledge laundry safety campaign is an educational campaign launched by the American Cleaning Institute (ACI) aimed to increase awareness surrounding the proper usage, storage and handling of single-load liquid laundry packets.

Single-load liquid laundry packets have become widely available over the past couple of years—millions of consumers have found these packets to be an easy and convenient way to get their laundry done efficiently and effectively. However, it's important to remember these powerful packets contain highly concentrated detergent and require the same discipline as common household cleaning products when it comes to safely using, handling and storing.

Recent unintended exposures. According to the American Association of Poison Control Centers (AAPCC), in 2012, poison centers received reports of 6,229 unintended exposures to highly-concentrated packets of laundry detergent by children 5 and younger.

It is vital for parents and caregivers to keep single-load liquid laundry packets away from children to help prevent the risk of serious injury from ingestion or exposure to eyes. Education and awareness can help prevent these injuries, especially when it comes to properly using the packets and securing them safely and securely. Keep the following safety reminders top of mind:

- Do not let children handle laundry packets
- Do not puncture or pull packets apart
- Store out of child's sight and reach
- Keep the packet's package closed and in a dry place
- Packets quickly dissolve upon contact with water, wet hands, or saliva so it is necessary to keep them dry

Education is the KEY to injury prevention and the ACI is committed to making sure consumers are equipped with the necessary safety information. We all have a role in helping to prevent misuse and unintended exposures from single-load liquid laundry packets. Join us in our mission, to raise awareness for the KEY Pledge laundry safety campaign.

Get involved with the *KEY Pledge laundry safety campaign* by following these simple safety steps:

Keep single-load liquid laundry packets out of the reach of children
Educate your family and friends about the safe use and storage of these new laundry products
You serve a key role in laundry safety

Take the KEY Pledge at keypledge.com.

For more information visit:

- KEY Pledge: keypledge.com
- Laundry Safety Information: www.cleaninginstitute.org/laundry

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