

How Easy Is Your Product To Use?

Crafted by paul on

Dirty Laundry

While I know how to wash a white towel, I took a look at the care tag, and these five "international" "standardized" symbols are supposed to ensure I wash and dry this item properly.



Huh?!

By scouring the Internet, I found a site explaining the symbols.

~~Good for Clorox for serving as the expert. Through a [printable web page](#),~~

Update: Since I posted this, Clorox has reworked their website and I can't re-locate this information. I saved their [Laundry Symbols Guide](#) - so you can download that from my site, but no longer from Clorox.

I've also found a "[Fabric Care Symbol Guide](#)" provided by the Cleaning101.com site.

A [downloadable PDF](#) titled "Crack the Code", they offer a "[secret decoder ring](#)" to aid the laundry-doer in understanding how to properly launder the item. (See expanded description below for the translation).

It's nice to have this guide, but it's a lot of work. Not intuitive at all.

Dirt Digging

I'm much more experienced at doing laundry than I am at planting flowers. But, with the guide below I feel much more confident. This image is from the front of the package of bulbs I've just purchased.



[click for larger image](#)

Simple to understand.

To the left:

The numbers indicate the months. The shovels indicate when it is best to plant. The flower icon indicates when they'll bloom.

To the right:

It's clear for me to understand how deep to plant the bulbs, how far apart to plant the bulbs and how tall the plants will grow.

Wow. All that, with just symbols. Extremely intuitive.

What about YOUR products?

How easy is it to use your products?


































- Do you require elaborate instructions and translation?
- Do you use jargon, industry terms - or words and/or symbols customers immediately understand?
- How close are you to "one-step marketing?" Where your customers basically push a button to make it work?
- What can you do to fix this from here moving forward?

Expanded Description of Laundry Instructions

I'll use the symbol guides to decode how to clean this towel.



Your Guide to Fabric Care Symbols

MACHINE WASH	BLEACH	TUMBLE DRY	DRY	IRON	DRY CLEAN
TEMPERATURE		HEAT SETTING		TEMPERATURE (Dry or Steam)	
 Cool/Cold	 Any Bleach (when needed)	 No Heat	 Line Dry/ Hang to Dry	 Low	 Dry Clean
 Warm	 Only Non-chlorine Bleach (when needed)	 Low	 Drip Dry	 Medium	 Do Not Dry Clean
 Hot	 Do Not Bleach	 Medium	 Dry Flat	 High	
CYCLE		HEAT SETTING		OTHER	
 Normal		 High	 Dry in the Shade	 No Steam	
 Permanent Press		 Any Heat	 Do Not Dry	 Do Not Iron	
 Delicate/Gentle		 Normal	 Do Not Wring		
OTHER		CYCLE			
 Do Not Wash		 Permanent Press			
 Hand Wash		 Delicate/Gentle			
		OTHER			
		 Do Not Tumble Dry			

Courtesy of:

The Soap and Detergent Association
1500 K Street, NW, Suite 300
Washington, DC 20005
www.cleaning101.com

Developed in cooperation with the
Federal Trade Commission

That first symbol on my towel tag indicates water temperature. It says 60 - that's Celsius. That's considered 'hot.'

The second symbol is about bleaching. A black triangle with a crisscross through it means 'do

not bleach.'

The third symbol, an iron shape with three dots in it indicates that I may use a hot iron on the towel.

The fourth symbol, a circle with a P in it let's me know there is free parking. No, I'm kidding. It obviously means that it can be dry cleaned with any solvent except trichlorethylene.

Finally, the square with the circle in it with the two dots indicates that I may dry this item a a high temperature.

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