

THE DRYING DIGEST.



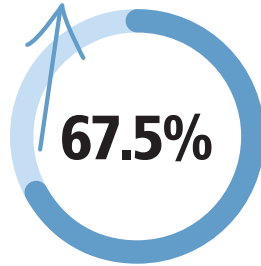
Love your laundry with Brabantia



Welcome to Brabantia's first ever Drying Digest – helping you love your laundry from washing to drying

INTRODUCTION.

The clothes resale market is forecast to rise by 67.5% from 2023 to 2026¹ and with the increase in pre-loved clothing and people wanting to save on energy costs, more and more of us are changing the way we wash our clothes. However, there is little information on the best way to dry clothes and how certain methods can impact the quality and longevity of our items, as laundry labels haven't been updated for decades.



We explored consumer laundry habits and found that 80% of Brits said that energy costs influence how they do laundry, but despite this, 43% still use a tumble dryer to dry their clothes in the winter, with only one in five hanging their items outside to dry².



At Brabantia, we are passionate about making everyday tasks more enjoyable, and that includes doing your laundry – which is why we've teamed up with weather expert Jo Farrow - to reveal how you can keep energy costs low, and effectively utilise the great British weather to dry your washing.

1. <https://www.theguardian.com/fashion/2024/feb/12/secondhand-clothes-uk-fashion-cheap-cool-kind-to-nature#:~:text=The%20boom%20in%20preloved%20clothes,items%2C%20with%20millennials%20close%20behind.>

2. Research was carried out online among 2,084 UK adults by Mortar Research, a member of the British Polling Council. Fieldwork took place between 9 – 11th January and was nationally representative of gender, age and region.



Meet our expert



ABOUT JO FARROW.

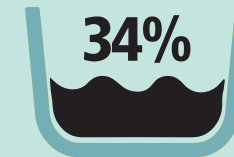
Jo Farrow is a Weather Forecaster with Netweather. She worked for the UK Met. Office for many years after studying Geophysical Sciences at University. Her interest in meteorology began when she got her Girl Guides weather badge, aged 12. She worked at ITV and presented on BBC television and radio whilst working in London. After moving to Scotland and having a family, she became a cover presenter for STV (Scottish ITV) and is still involved in Girlguiding, as a volunteer leader for over 20 years.



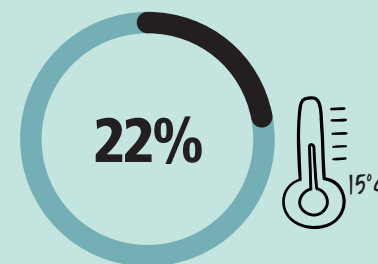
FORECAST AND FOLD: WEATHERING THE LAUNDRY STORM.

Research found that during the winter months over a third of Brits (34%) wash their clothes less frequently, with only a small amount (19%) opting to hang their clothes outside in the winter as they deem it too cold.

**OVER A THIRD OF
BRITS (34%) WASH
THEIR CLOTHES
LESS IN WINTER.**



People often point-blank refuse to hang their washing out when it's cold – with more than a fifth (22%) refusing to dry their clothes outside unless the temperature is above 15 degrees. Understandably, if it's freezing you don't want to be putting washing out – but with a temperature of 5 degrees, you could successfully dry your laundry outside.



**22% REFUSE TO DRY THEIR
CLOTHES OUTSIDE UNLESS
THE TEMPERATURE IS
ABOVE 15 DEGREES.**

Jo explains, "Of course, when its colder it might take some garments longer to dry, but they will, and you'll have that fresh just washed smell on your laundry."

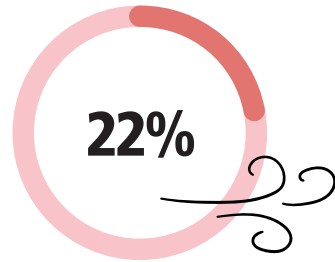
“On a day when it’s around 12-14C, get your washing out! You can pick up air that’s warm and blustery and those can be the best and most satisfying washing days.”



MOST SATISFYING WASHING DAYS.

In fact, more than a fifth of Brits (22%) admit they won’t dry their washing outdoors if they feel it’s too windy. However, a brisk wind is one of the most important elements for ensuring your laundry dries quickly, whether it’s winter or summer.

MORE THAN A FIFTH OF BRITS (22%) WON’T DRY THEIR WASHING OUTDOORS IF IT’S TOO WINDY.



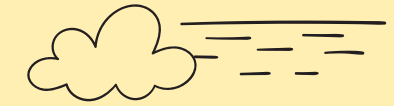
Jo says: “Many people think that it is just about the air temperature and that it needs to be a warm Summer’s Day. This is a common misconception. Wind is important, and so is humidity, as the moisture left in your clothes after washing must evaporate into the air.

“The lower the relative humidity, the faster the clothes will dry. Warm air can actually hold more moisture. Murky, low cloud or mist means that the air is already saturated, so that won’t help with drying your laundry. A cold, blustery but dry day will dry clothes faster than a warm, humid one.”





Interestingly, and maybe not so obvious, a foggy day doesn't mean that washing shouldn't go out at all. 43% refuse to dry clothes outside when it's foggy, but don't be put off by early morning fog, it's still possible to dry laundry.



43% REFUSE TO DRY CLOTHES OUTSIDE WHEN IT'S FOGGY.

THE MOST FAVOURABLE WEATHER CONDITIONS FOR DRYING LAUNDRY ALL YEAR ROUND ARE.



no rain



no dampness



a gentle breeze

View sunshine and higher temperatures as a helpful bonus.



ONE IN 10 SPEND AN ASTOUNDING 10 HOURS OR MORE A WEEK DEALING WITH WASHING.

One in 10 Brits spend an astounding 10 hours or more a week dealing with washing, drying and aftercare of clothes, so it's important to get drying right!

BUT WHY IS WIND SO IMPORTANT?



Jo Farrow says:

“Washed clothes still have tiny molecules of water on them. To get rid of those, we need the wind to release them from the fabric and take the water vapour away on its journey.

If it is a hot day, the sun will evaporate the water away, but we don't get enough hot, dry days here in the UK- to rely on sun alone.”

Brabantia says: “There are so many benefits when it comes to drying your clothes outside, not only does it save money and energy, but it is also great for the environment, gentle on your clothes and can actually be a relaxing and meditative experience. Your clothes will also smell fresher for longer.”

LAUNDRY MYTHS.



People refuse to hang washing out when it's cold as don't believe they will dry



If it's too windy – the washing isn't going out!



If it's a foggy day, washing shouldn't go out at all

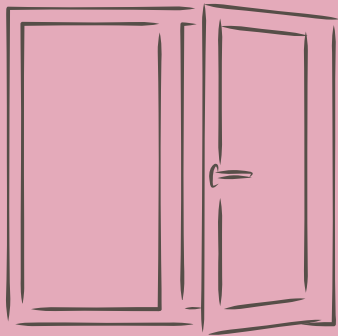


It has to be over 15 degrees for washing to dry on the line

WEATHER WISDOM.

Understanding the weather forecast is very important.

The frustration of nearly bone-dry washing getting soaked by a downpour is real. Looking out the window might be helpful for the first 20 minutes, but we all know washing takes longer than that.



The first thing to understand about rain here in the UK is that it appears from three sources: large-scale fronts, low cloud or showers. Jo Farrow shares her knowledge on reading the weather:



1. A WEATHER FRONT WILL BRING A DISTINCT BAND OF RAIN, WHICH WOULD LAST A GOOD WHILE.

This is usually well forecast with its arrival, duration and clearance picked up on weather charts and apps. It is also easy to spot prolonged frontal rain on radar imagery.

The early signs to watch for are a high cloud which will increase, and a sunny start will disappear. The cloud then lowers and thickens, and the rain arrives. This band is the warm front. Behind that is a warm sector of milder air which can be cloudy, and even bring drizzle before the cold front arrives. This can bring heavy rain, even torrential downpours, so watch out for that. But again, it will clear, often to bright spells, cooler air and showers. We will come back to pesky showers...

2. LOW CLOUD AND FOG.

Low cloud can give drizzle or patchy rain and on a grey day when this kind of weather sets in, few people would bother putting their washing out. Fog is essentially a cloud on the ground, but it will clear if a breeze picks up or the sun is strong enough. It can be worth hanging out laundry with early fog or grey low cloud, but it is a gamble. Study the weather forecast on these days.



3. SHOWERS.

Rather than a few hours of constant rain, showers come and go. On a Spring Day, the sky can suddenly go dark, and the wind picks up. It will then rain heavily for about 15 minutes and then the sunshine returns.

You may hear forecasters saying that the downpours will be hit-and-miss. Your garden and washing might see a heavy shower but a mile down the road, it stays dry.

This is hard to get across in the forecast as you might see several symbols showing showers, but it doesn't mean that it is going to rain all day. The ingredients exist for showers but pinpointing exactly where and when will see the rain is not possible with great accuracy. Again, you can look at radar imagery and see where clusters are and how they are moving. It is a day of chance; you could be lucky with the drying laundry or not.

GETTING THE FEEL FOR FABRIC.

Weather watching is important but understanding different fabrics is also vital. Not all washing loads will dry the same and darker clothing can vary hugely when it comes to drying.

Jo says: 

"Aim to put your washing out first thing in the morning as soon as you get up. In the winter washing needs to be coming inside between 3pm and 4pm because once it starts getting dark, it gets damp!"



Jeans take longer, whatever the weather, as denim is a heavy, dense fabric



Cotton is really absorbent and likes to hold onto water molecules



Polyester dries quickly because its synthetic structure doesn't hold water



Sheets are thin so air can flow through easily. They'll dry super quick even if they are cotton



Towels hold a huge amount of water so like denim will always take the longest to dry



Towels and denims are the two items you want to think about getting out and drying first

DRY-DEAL CONDITIONS FOR LAUNDRY.

Four in 10 (40%) of Brits have damaged clothing doing the laundry incorrectly, with them admitting that this happened whilst using a tumble dryer, so it's important to know how to dry outside correctly.



FOUR IN 10 (40%) OF BRITS HAVE DAMAGED CLOTHING DOING THE LAUNDRY INCORRECTLY

Jo's Top Tips for drying your laundry outside:

- ✓ Try to maximise the surface area exposed to the wind and sun – for example try to avoid folding towels over, which halves their surface area.
- ✓ Thick, heavy fabrics will dry the slowest, so give them the best spot on the line. Try to minimise the moisture in your clothes by giving them a good spin first.
- ✓ Hang clothes so the thickest parts are at the top (e.g. the top of a pair of jeans), so water doesn't collect at the bottom.
- ✓ Wind is helpful for drying clothes, but you don't want so much that your clothes fly away, so peg them down!

SO, WHAT ARE THE PERFECT TEMPERATURES FOR DRYING?



WINTER.

12+C

Wind speed 15mph



SUMMER.

18+C

Wind speed 8mph

*Of course, fabric, humidity and sunshine will also have an effect on drying conditions

The most favourable weather condition when it comes to drying laundry all year round are



1. no rain



2. no dampness



3. a fair breeze

Happy Drying!

THE PERFECT PRODUCTS TO HELP YOU LOVE YOUR LAUNDRY.

Make laundry more enjoyable with these products from Brabantia:



**ROTARY DRYER LIFT-O MATIC.
£162.00**



**BO LAUNDRY BIN.
£229.00**



**HANGON DRYING RACK.
£70.00**





About Brabantia:

BRABANTIA, DESIGNED FOR LIVING.

From modest beginnings in 1919, Brabantia has grown into a global interior design brand that is known for bringing smart and stylish design to kitchen and homeware. At Brabantia, we believe that life should be more beautiful, more pleasurable, and more sustainable. We take pride in the little things, designing products with great attention to detail and a strong desire to make a positive difference for people and the planet. Our products make everyday tasks around the home a bit easier and more sustainable, and life's small moments even more special. You can love and use them for as long as you want, without feeling guilty when you finally let them go. That's 'Designed for living'.

 **brabantia**