We’d like to say a big thank you to all the retailers who have helped to make our laundry tree campaign such a great success. For every rotary dryer you’ve sold, we’ve planted a tree. Together we’re reversing deforestation and making drying naturally a breeze.

Trees planted so far
1,082,222

Let’s plant even more!

Tijn van Elderen, CEO Brabantia

“Delighting our consumers with trees as a reward works!”

THANKS A MILLION.

5 Villages benefiting from increased income for community members
>9,000 Tonnes of CO₂ sequestered over a 20 year period
≤378 Hectares restored
612 Community members participated incl. 47 women
Providing 32 jobs
17,200 Beneficiaries

15% growth in sales volume
80% email opening rate by consumers and
35% of Brabantia consumers telling a friend about the campaign

brabantia.com/love-nature