



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products



Laundry Sustainability Project *Newsletter – Issue 1* 1 May 2006



This new A.I.S.E. voluntary initiative in the field of sustainability is now on TV!

On 18 April, the 'Eurowasher' and the 'Eurocompact' logo (see above) hit the airwaves in the majority of the 'first wave countries' (Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovakia, Hungary, and Slovenia) in Central and Eastern Europe - the focus area of this Laundry Sustainability Project (LSP). We are also starting to see the new detergents appearing on shelves in these countries. This first wave will be followed later this year and at the beginning of next year by two further waves, covering all other neighbouring Central and Eastern European countries from Croatia to Moldova.

The objective of this project is to deliver significant environmental and consumer benefits by encouraging consumers to modify the way they dose their 'automat' heavy duty washing powders. These products are now offered in a more compacted and concentrated form. The previous A.I.S.E. voluntary initiatives - the Code of Good Environmental Practice and the Washright campaign - were trailblazers for this project, and we are confident that the LSP will repeat their success. All the initial signs are positive!

The LSP is open to all companies, whether or not they are members of A.I.S.E., and they can join from 1 January 2006 until 31 December 2007.

The commitments that these companies must make are:

- to put on the market new products with a reduction in the recommended dosage for a standard machine load of at least 33% in weight and at least 25% in volume;
- to communicate clearly to the consumer how best to achieve the intended sustainability improvements and the correct use of the new products.

The communication campaign is based on:

- the distinctive 'Eurocompact' logo, which will help consumers and retailers to distinguish products that are part of the initiative. It can be used only by participating companies, under licence from A.I.S.E., on packaging, dosage cups, advertising and promotional materials;
- intensive advertising and PR campaigns under the slogan '*Clean up your washing habits*';
- stakeholder campaigns.

Press conferences and stakeholder campaigns by A.I.S.E. national associations have brought the LSP to the public, from Estonia down to Slovenia, during March and April 2006. The campaign has echoed throughout the region and has been met with a very positive reaction. In particular, environment ministries in several countries warmly welcomed the project and are supporting the detergent industry by offering to become partners in advertising and press communication.

Participating companies in the first wave countries are at present:

Cussons, Henkel, Ineza, Mayeri, Procter & Gamble, Reckitt-Benckiser, Unilever.

For further information, please contact the A.I.S.E. Secretariat (details below).

Working together for a cleaner Europe