



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

Detergents Industry Extends Drive to Improve Sustainability

Brussels, 2nd December 2009 - The International Association for Soaps, Detergents and Maintenance Products, A.I.S.E., today announced three further significant steps in the drive to encourage improvement in sustainable production and consumption practices.

A.I.S.E. confirmed its continued commitment to sustainability by revealing that more than 80% of the total production output was now covered by the A.I.S.E. Charter for Sustainable Cleaning. Indeed, 99 companies are on board, implementing sustainability procedures across their processes and regularly reporting progress on key performance indicators. Building on this success, industry announced today its vision for a Charter version 2010. The updated Charter scheme addresses stakeholders' demands and adds a product dimension. Similarly to the current scheme, the Charter 2010 will be open to all companies across the EU 27 plus Norway, Switzerland, Iceland and Lichtenstein, and will be rolled out from mid-2010.

Following the launch of the consumer website Cleanright in December 2008, A.I.S.E., and Cefic, (European Chemical Industry Council) were pleased to announce that the site has been expanded to include a version in Bulgarian, Dutch, Italian and Spanish, in addition to English, Polish, French and German and thus, reaching out to 345 millions consumers in Europe!



www.cleanright.eu addresses the increasing demand from consumers as well as regulators and stakeholders for more openness, advice and information on the products they buy. The website is praised by Meglena Kuneva, Commissioner for Consumer Affairs and Monique Goyens, Director General of European Consumers' Organisation, BEUC. Further languages will be added with promotion activities led by industry.

A.I.S.E. also shared further progress in the domain of compaction with heavy duty liquid detergents. Under the Laundry Sustainability Project for Liquids (LSP-L), companies commit to concentrate their liquid detergent products, reduce packaging and convey best practice use of concentrated products to consumers via on-pack communication. The project is aimed at the EU 27 plus Norway, Switzerland, Iceland and Lichtenstein and products will be appearing progressively on the shelves in Europe from 1 July 2010 onwards.

For further information on any of the above, please visit www.cleanright.eu, www.sustainable-cleaning.com, www.aise.eu/lsp or contact: Valérie Séjourné, A.I.S.E. : + 32 473 71 93 63 / valerie.sejourné@aise.eu
For Cleanright, you may also contact: Kevin Saidler, Cefic: + 32 676 74 63 / ksa@cefic.be

A.I.S.E.:

The International Association for Soaps, Detergents and Maintenance Products, is the official representative body in Europe for this industry. Membership includes 10 direct member companies as well as 37 National Associations from 41 countries, covering approximately 900 companies ranging from multinationals to SMEs.

www.aise.eu

A.I.S.E. aisbl
Av. Hermann Debroux 15A
1160 Brussels
Belgium

Tel +32 (0)2 679 62 60
Fax +32 (0)2 679 62 79
aise.main@aise.eu
www.aise.eu

Working together for a cleaner Europe

