



European Chemical Industry Council  
[www.cefic.org](http://www.cefic.org)



International Association for Soaps,  
Detergents and Maintenance products  
[www.aise.eu](http://www.aise.eu)

NEWS RELEASE

***www.cleanright.eu – one click to a cleaner and safer home!  
- Cefic & A.I.S.E. launch joint website -***

**Brussels, 04 December 2008** - Cefic, the European Chemical Industry Council, and A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products yesterday launched a new multilingual website aimed at becoming the N°1 reference point for Europeans on household cleaning and maintenance products.

[www.cleanright.eu](http://www.cleanright.eu) was unveiled at the Annual A.I.S.E. Information Day by the Director Generals of both associations, in the presence of - amongst others - Stefano Soro (European Commission, DG Health & Consumer Protection) and Monique Goyens (European Consumers' Organisation, BEUC). Cefic Director General, Alain Perroy *"welcomed this initiative, which clearly demonstrates how the combined effort of the two industries can help to better inform consumers and stakeholders about ingredients and products as part of our continuing commitment to Responsible Care."* Director General of A.I.S.E. Susanne Zänker added: *"Through the Cleanright website, we are building on the successful Washright\* campaign by A.I.S.E. and broadening it to the whole portfolio of detergents and maintenance products. Through this site, consumers will be able to gain useful information on the importance of reading the label, following safety tips and some very useful advice on how to save water, energy and CO2"*.

Consumers as well as regulators and stakeholders are increasingly demanding more openness, advice and information on the products they buy. The website [www.cleanright.eu](http://www.cleanright.eu) aims to answer a broad range of questions on household detergents and maintenance products.



**[WWW.CLEANRIGHT.EU](http://WWW.CLEANRIGHT.EU)**

is aimed at stakeholders ranging from voluntary initiatives, safety assessment to an A to Z of ingredients etc.

The centrepiece of the website is an interactive animated house containing every day household items and surfaces which - with a simple click - reveal a whole host of useful information. The face of the Cleanright website, Mr Sponge is on hand to guide you through the seven rooms. The user-friendly website reaches out to its multiple audiences through a two-fold approach. Information in the **colour** tabs is for consumers with a focus on best and safe use advice, energy saving tips, ways to reduce utility bills and how to get the best results from cleaning products. Information in the **grey** tabs

[www.cleanright.eu](http://www.cleanright.eu) is currently available in English, French, German and Polish. More language versions will follow in 2009 in order to reach out to as many Europeans as possible.

Monique Goyens, Director General of European Consumer's Organisation BEUC commented: « BEUC welcomes A.I.S.E. and Cefic's interesting initiative to enable consumers to use detergents in a more efficient, safe and sustainable way. We now encourage A.I.S.E. and Cefic to widely promote this website, so that consumers are aware of its existence" .

**For further information, please visit [www.cleanright.eu](http://www.cleanright.eu) or contact:**

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**Cefic :**

*The European Chemical Industry Council is a Brussels based umbrella organisation representing 29,000 large, medium and small chemical companies. Cefic members account for more than one third of the world's chemicals production.*

[www.cefic.org](http://www.cefic.org)

**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](http://www.aise.eu)

**\*Washright :** *A pan-European campaign of A.I.S.E. developed in 1998 to promote sustainable consumption practices when doing the laundry via on pack communication, advertising, direct marketing etc (see [www.washright.com](http://www.washright.com)) or contact A.I.S.E.*

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