



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

## Press Release

### **New more compacted Laundry Detergents will help reduce impact on environment. Research shows that consumers can also do more to help.**

January 1<sup>st</sup>, 2009: A.I.S.E. today launched a new laundry powder compaction initiative coupled with revised on-pack usage instructions in order to reduce the environmental impact of laundry washing in Europe

Over a two year period, detergent manufacturers committed to the project are reducing the volume and weight of various powder detergents by 10-15%, but without reducing the number of washes, in a move set to bring huge environmental benefits across Europe, in terms of reducing the amount of detergents, packaging and transport used.

Manufacturers estimate that, across Europe, the advances in compaction technology behind this initiative will save 200,000 tonnes of powder, 5,000 tonnes of packaging and 10,000 truck journeys.

Companies are also introducing new on-pack washing instructions and tips for optimum sustainable use of the powder. This supports the findings of a survey of European habits which demonstrated that in addition to switching to more compacted detergents, households could make a huge immediate contribution to saving energy, water and money, and reducing CO<sub>2</sub>, simply by using the correct amount of detergent in their washing machines and selecting lower wash temperatures.

“We strongly encourage consumers to check the number of washes on the front of the pack, and to read the dosing instructions”, said A.I.S.E. President Hans Bender

#### **Industry’s continued commitment to reducing environmental impact**

From January 1<sup>st</sup>, 2009, detergent manufacturers committed will take steps to replace existing powder detergents with more compacted products. The new packs are clearly labelled with scoop symbols and new dosing instructions, including tips on how to minimize environmental impact when washing.

“This is the next important step in the detergent industry’s commitment to reducing the impact of laundry washing on the environment,” commented Mr Bender. “With as many as 50 million loads being washed with powders across Europe every day, small steps such as these can make a big difference.

“While manufacturers are making these changes to reduce the use of resources and CO<sub>2</sub> emissions, and to help the environment, consumers can also play their part by turning down the temperature on their machines and following the on-pack instructions”, he added.

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*Working together for a cleaner Europe*



This Laundry Sustainability Project forms part of an integrated campaign by the soaps, detergents and maintenance products industry represented by A.I.S.E. and its National Associations towards sustainable production and consumption.

### **Consumers must concentrate too!**

According to a survey carried out among households in 23 countries in Europe, only 65% of European consumers dose according to the recommendations provided by manufacturers. On average, only one in every two machine washes are full and one in five machine washes are still done at 60 degrees or higher.

“The potential resources that could be saved are huge. If all European consumers were to fill their machines optimally, water savings would be over 700 million litres per day, equivalent to the amount of water used by 5 million people daily. And if consumers simply washed their clothes at a temperature just 10 degrees lower than that used today, energy savings would be 7.4 teraWatt-hours\* per year, equivalent to the total residential energy use of Ireland in a year” said Mr Bender

The survey also reveals that, in spite of a good awareness in Europe of the benefits of filling the machine correctly, washing at lower temperatures and following the dosing instructions, very few people actually know the real benefits of compacted laundry detergents, which offer good value for money and are beneficial for the environment, given their optimum use of resources, packaging and reduction of the CO<sub>2</sub> generated by transportation.

Mr Bender ended: “Don’t look at the size of the box or its weight in kilos; look at the number of washes. The number of washes is always shown on the front of the pack. Just use the recommended dose, check the water hardness in your area and the soil level of the wash load. The new formulas will be marked by a series of easily recognisable key visuals. Look out for them! Modern laundry powders are fantastically effective, even at low temperatures, so use the right amount and you’ll save money and help reduce the impact on the environment.”

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- \* A.I.S.E. is the official representative body of this industry in Europe. Its membership totals 37 national associations in 42 countries, covering more than 900 companies, ranging from small and medium sized enterprises to large multinationals, active in the industrial and institutional and/or the consumer goods markets.

\*: or 7.4x10<sup>9</sup> kiloWatt-hours

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ANNEX : LSP2 VISUALS

### LSP 2 - New Top of Pack Signalisation

A.I.S.E

**No. of washloads provided in the pack**  
(variable- here example of a 50-wash pack)

**Clear signal that the dosing needs to be changed**

**"More Concentrated Powder" or "Concentrated powder"**  
Clear information on:  
- What has changed, and;  
- How to get more information  
(\*according to timing/formulation)

### LSP 2 – Dosing Table

A.I.S.E

**Previous:**

**DOSING MATRIX BEFORE LSP2:**

HOW TO DOSE CORRECTLY		135 ml 1kg		
degree of soil water softness	low	medium	high	
1 soft (10 ppm)	80 ml	115 ml	195 ml	
2 medium (10-15 ppm)	80 ml	155 ml	235 ml	
3 hard (15 ppm)	115 ml	195 ml	275 ml	

WASH-LOADS

**New:**

**DOSING MATRIX NOW, WITH LSP2:**

HOW TO DOSE CORRECTLY		135 ml 1kg More Concentrated		
degree of soil water softness	low	medium	high	
1 soft (10 ppm)	70 ml	100 ml	170 ml	
2 medium (10-15 ppm)	70 ml	135 ml	205 ml	
3 hard (15 ppm)	100 ml	170 ml	240 ml	

WASH-LOADS

**New:** Same number of washes but need to adapt dosages  
+ additional information panel on top of dosing table

### LSP 2 - New Washright Panel\*

A.I.S.E

**Previous:**

**New:**

**Tips for saving water, energy, CO<sub>2</sub> and money:**

- Avoid underfilling the machine
- Wash at low temperature
- Dose according to soil and water hardness - use the dosing instructions
- Save packaging - recycle or refill

\*NB: this (updated) panel is also being made available to any company placing laundry detergents on the EU market, whether in LSP2 or not

- Title to the new washright panel has been added  
- Sentence adjusted, more explanatory  
=> Objective : Give more "reasons why" and benefits of changing habits