



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

A.I.S.E. PRODUCT STEWARDSHIP PROGRAMME FOR LIQUID DETERGENT CAPSULES

I. THE PROGRAMME

The “Product Stewardship Programme for Liquid Detergent Capsules” (“2015-PSP”) is a voluntary initiative of A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products in the domain of product safety.

This Programme builds on the previous initiative launched in December 2012 for liquid laundry detergent capsules (“LLDC”). Following regulatory developments such as the inclusion of product safety requirements for “hazardous” LLDC in Regulation (EC) No 1272/2008 of 16 December 2008 on the classification, labelling and packaging of substance and mixtures (“CLP Regulation”), it was decided to amend the original Product Stewardship Programme (“2012-PSP”). Its scope is extended to cover any liquid-containing detergent capsules (“LDC”) while the safety requirements are adapted (save for LLDC classified “hazardous” as they are now regulated under the CLP Regulation). The 2015-PSP continues to include communication requirements.

A.I.S.E. and its member companies involved in the LDC market in Europe regard the safety of consumers as a top priority. Whilst safe use and storage of any detergent or maintenance product should be promoted, this Programme aims at securing safe use and storage of LDC by consumers to prevent potential accidental exposure, in particular of small children, to these products.

II. BACKGROUND

LDC are relatively new product forms that have been progressively introduced in Europe. They are practical, convenient, sustainable and safe when stored and used as instructed. They need to be handled safely and, as any other household cleaning product, kept away from children.

Over the past few years Poison Control Centers (“PCCs”) in some European countries have reported incidents of accidental exposure to (hazardous) LLDC involving small children, mainly of ingestion but also eye injury. The issue is fundamentally one of incorrect handling and storage of products.

A.I.S.E., with the support of the industry, launched in December 2012 the voluntary “Liquid Laundry Detergent Capsules Product Stewardship Programme” with the aim to help reduce significantly incidents involving such products. Furthermore, in 2014, a dedicated preventive communication campaign “Keep Caps from Kids” (www.keepcapsfromkids.eu) was developed around an educative video targeted at parents and child care takers. The safety measures implemented through A.I.S.E. and its members have led to significant decrease in incidents (e.g. by 45% in Italy).

On 6 December 2014 the European Commission published an amendment to the CLP Regulation (EC) No 1272/2008 so as to include specific product, packaging and labelling provisions for hazardous LLDC. This amendment will apply as of 1 June 2015.

Although non-laundry liquid detergent capsules and non-hazardous liquid laundry detergent capsules have not given rise to concern to PCCs, A.I.S.E. and the industry have nevertheless decided to take a precautionary approach. The 2012-PSP has been extended to LDC that are not covered by the amended CLP Regulation, and product safety measures have been added in order to provide an effective set of preventive measures. Although these measures do not apply to those “hazardous” LLDC which are regulated under the CLP Regulation, communication requirements are maintained for this product category as they are a key element to reduce incidents, but they cannot be addressed through the Regulation. All are embodied in the new PSP as described herein.

III. SCOPE

1. Product scope

The Programme covers the following LDC, with various levels of product commitment:

- LLDC which are not classified “hazardous” as per the “CLP Regulation”.
- LLDC which are classified “hazardous” as per the “CLP Regulation”. Commitments set out below in IV.1 do not apply since specific product requirements are set for such products in the “CLP regulation”.
- LDC for uses other than laundry (e.g. Automatic Dishwash, floor cleaners, etc.).

By “liquid detergent capsules” it shall be understood any liquid-containing detergent capsule in a water soluble wrapper and meeting the criteria hereof. This includes:

(1) all-liquid detergent capsules in soluble film

AND

(2) detergent capsules in soluble film that contain both liquid detergent in whatever quantity, and non-liquid detergent.

LDC sold in individual units in blisters are excluded from the product scope.

Under the 2015- PSP, “liquid “is meant to fit with the definition provided in Annex I.1.0 of the “CLP Regulation” and detailed in the ECHA glossary of the CLP Regulation¹.

N.B. For the purpose of the Project Description, “LDC” shall include liquid detergent capsules as well as non-hazardous liquid laundry detergent capsules.

¹ “**Liquid**” means a substance or mixture which at 50 °C has a vapour pressure of not more than 300 kPa (3 bar), which is not completely gaseous at 20 °C and at a standard pressure of 101.3 kPa, and which has a melting point or initial melting point of 20 °C or less at a standard pressure of 101.3 kPa. A viscous substance or mixture for which a specific melting point cannot be determined shall be subjected to the ASTM D 4359- 90 test; or to the test for determining fluidity (penetrometer test) prescribed in section 2.3.4 of Annex A of the European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR);” http://ec.europa.eu/enterprise/sectors/chemicals/files/clp-ghs-glossary_en.pdf

2. Geographical scope

The 2015-PSP is open to any company manufacturing and/or placing LDC on the market in EU, Iceland, Switzerland, Norway and Liechtenstein, regardless of whether these companies are member of A.I.S.E. and/or its National Association members.

IV. THE COMMITMENT

Companies participating in the A.I.S.E. 2015-PSP commit to apply the following, specifically developed, set of rules:

1. Product

Participating companies commit to implement safety measures to reduce visibility and ensure (adequate) resistance of LDC.

These requirements do not apply to hazardous LLDC capsules as defined under III.1. They apply to other LDC (including non-hazardous LLDC).

i. Reduced visibility of capsules

Participating companies shall implement one of the following measures to reduce the visibility of LDC:

- Either opaque packaging;
- **OR** obscure packaging;
- **OR** any equivalent.

ii. Resistance to children grip:

To address resistance and prevent LDC from bursting when gripped by children, companies shall ensure that LDC resist mechanical compression strength of at least 300 N under standard conditions.

The methodology for measurement of compliance on which to base this requirement will be defined in the European Commission's guidelines of the amendment of the CLP Regulation.

2. Product Information & Communication

Participating companies commit to reinforce guidance on the safe use and storage of LDC.

These requirements shall apply to all LDC as defined under III.1.

i. On-pack communication

Participating companies shall make use of relevant A.I.S.E. Safe Use Icons, in accordance with the specifications laid down in Annex 1 and with the A.I.S.E. Safe Use Icons Guidelines for on pack use available at www.aise.eu/end_user_info.

ii. Off-pack consumer communication

Companies shall promote the safe use of their products through consumer communication as laid out in Annex 1.

iii. Industry consumer communication campaign

A.I.S.E., in cooperation with the signatories of the 2015-PSP, will regularly assess the need to organise industry consumer communication activities in support of the PSP.

iv. Communication activities reporting

Companies shall report to A.I.S.E. on the consumer communication activities carried out in the framework of this PSP. Reporting shall also indicate the selection of Safe Use Icons used on-pack. Reporting should be completed 12 and 24 months following subscription to the 2015-PSP. It should also take place when a signatory newly places LDC on the market.

3. Engagement with Poison Control Centres

An Accidentology Study has been commissioned with various European PCCs in order to gain better understanding of the circumstances leading to incidents involving detergents contained in a soluble film and small children. PCCs are helping develop a process to collect better information on incidents ('accidentology') with a view to understanding whether the most effective measures are being taken to address the issue. A final report is expected to be issued by the end of the summer 2015.

Companies having committed to the 2012-PSP for LLDC are funding this study. This commitment shall continue under the transition to the 2015-PSP for LDC.

V. TIMING

i. New 2015-PSP requirements

The 2015-PSP opens on 1 March 2015. As of this date companies will be allowed to sign in. By signing in companies commit to start implementing the PSP requirements in accordance with the schedule laid down below.

LLDC classified as hazardous

For LLDC classified as hazardous and placed on the market by a company which has committed to the 2012-PSP, see V.ii.

For LLDC classified as hazardous and placed on the market by a company which did not commit to the 2012-PSP:

On-pack communication requirements start applying as of 1 June 2015. Off-pack consumer communication activities shall be launched within 3 months after signature.

All-liquid LDC, and liquid-containing LDC with PCC data showing concern:

Implementation shall start as of 1 June 2015 with regard to product requirements and on-pack communication.

Products shall no longer be produced that are not in compliance with the 2015-PSP described herein after the 30 November 2015.

Shipment to customers of products that do not meet the requirements described in the 2015-PSP at company level shall not take place after 31 May 2016.

Off-pack consumer communication activities shall be launched within 3 months after signature.

Other LDC:

Implementation shall start as of 1 January 2016 with regard to product requirements and on-pack communication.

Shipment to customers and exhaustion of stocks of products not meeting the 2015-PSP requirements shall not take place after 31 December 2016.

Off-pack consumer communication activities shall be launched within 3 months after signature.

ii. Requirements for the 2012-PSP

The 2015-PSP described herein replaces the 2012-PSP whose scope was limited to LLDC.

The product requirements originally laid down for LLDC will remain applicable until 1 June 2015. The on-pack product requirements, communication requirements and the requirements to collaborate with PCCs as outlined in the 2012-PSP remain applicable. The sell-off period for LLDC classified as “hazardous” will last until 31 December 2015 (as per Commission Regulation on CLP). Companies that signed up to the 2012-PSP should ensure smooth transition and continued product safety conditions between PSP and new CLP requirements (which will apply as of 1 June 2015).

iii. Summary table

	Product requirements	Communication (on-pack and off-pack)	PCC collaboration
LLDC: classified as hazardous	Before 1 June 2015: 2012-PSP requirements (for signatories of 2012-PSP)	Before 1 June 2015: 2012-PSP requirements (for signatories of 2012-PSP)	Current PSP requirements remain applicable (included into amended PSP)
	As of 1 June 2015: CLP Regulation	On-pack as of 1 June 2015; Off-pack starts within 3 months after signature	
- all-liquid LDC - Liquid-containing LDC with PCC data showing concern	Start as of 1 June 2015 No production of non- 2015 PSP products after 30 November 2015 No shipment of non-2015 PSP products after 31 May 2016	On-pack: as of 1 June 2015 Off-pack starts within 3 months after signature	

All other LDC save the above categories	Start as of 1 January 2016 No shipment of non-2015 PSP products after 31 December 2016 and exhaustion of stocks by this date	On-pack: as of 1 January 2016 Off-pack starts within 3 months after signature	
--	---	--	--

VI. LEGAL REQUIREMENTS

This Programme does not replace the legal requirements that companies are obliged to meet with regard to safety and human health, and in particular the provisions set in Directive 1999/45/EC on the classification, packaging and labelling of dangerous preparations; Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures; Directive 2001/95/EC on General Product Safety; Regulation (EC) 648/2004 on Detergents.

This programme is a voluntary initiative in the field of health and safety to be carried out in compliance with competition law.

For further information, please contact:

A.I.S.E.: Christine Boudet, Director of Legal Affairs; christine.boudet@aise.eu.

ANNEX 1

On-pack and off-pack consumer communication requirements and activities for LDC and hazardous LLDC

This documents summarises the communication requirements for both regarding both on pack and off pack activities for 2 product categories:

- Group 1: LLDC hazardous products (falling under CLP)
- Group 2 : Other LDC products (as defined in 2015 PSP, including LLDC non-hazardous)

Timing for implementation is indicated in the Section V of the Project Description.

NOTE:

In 2012, A.I.S.E developed a communication toolkit containing the on-pack patch, a consumer leaflet, a 5 second video/tag on, and animated web banners. These are available online² and can be used by companies.

In 2014, A.I.S.E. developed the pan-European and multi-stakeholders Keep Caps From Kids project³, campaign and website (www.keepcapsfromkids.eu); this campaign is especially targeting safe use of LLDC products. References to this campaign are being made hereafter.

In case of any question, please contact the A.I.S.E. Secretariat :

valerie.sejourne@aise.eu ; caroline.dubois@aise.eu

² <http://www.aise.eu/library/other-communication-toolkits/liquid-laundry-detergent-capsules-communication-toolkit.aspx>

³ <http://www.aise.eu/our-activities/product-stewardship-programmes/liquid-laundry-detergent-capsules-634/keep-caps-from-kids---consumer-education-campaign.aspx>

PART 1 : SUMMARY OVERVIEW OF COMMUNICATION REQUIREMENTS FOR LDC (including LLDC)

		GROUP 1: HAZARDOUS LLDC	GROUP 2: OTHER LDC (non-hazardous LLDC and other LDC)
In/On-pack	1. On-pack communication	MANDATORY USE OF YELLOW PATCH ON PACK (see PART 2) + P102 sentence in CLP box	MANDATORY USE OF YELLOW PATCH ON PACK (see PART 2)
	2. In the container (e.g. leaflet)	VOLUNTARY Possibility to customise the industry leaflet and insert it or distribute it on shelves, via direct marketing, care lines etc.	
At the point of sales	3. At the point of sales (e.g. shelf stopper, stickers, etc)	VOLUNTARY Possibility to customise the industry leaflet (or others) and insert it or distribute it on shelves, or to display the LDC/LLDC or Keep caps From Kids safe use advice via shelf stoppers (with retailers) etc.	
Traditional media	4. Advertorial, print ads or billboards	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand ads (*See details/guidelines in PART 3)	VOLUNTARY
	5. TV advertising	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand ads (*See details/guidelines in PART 3)	VOLUNTARY (see aside, best practice for hazardous LLDC, recommended)
	6. TV 5sec tag-on to brands advertising and/or Keep Caps from kids video	VOLUNTARY 5 sec tag available since end 2012 for use and/or Keep Caps from kids 15 sec video (conditions for use by brands agreed on 19 Sept . 2014)	
Online	7. Company/brand websites (e.g. industry web-banners)	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand websites, on landing page (*See details/guidelines in PART 4)	MANDATORY* USE OF INDUSTRY SAFETY MESSAGE on all brand websites, on landing page (*See details/guidelines in PART 3)
	8. Other Social media activities	VOLUNTARY (NB: adequate coordination with A.I.S.E. Keep Caps from Kids social media campaign to be secured)	VOLUNTARY

PART 2: ON PACK ACTIVITIES/A.I.S.E SAFE USE ICONS OF RELEVANCE – GUIDELINES FOR IMPLEMENTATION

(Abstract of PSP 1.0- December 2012 – Updated Feb 2015)

1) Safe Use Icons of relevance for this product category:

A.I.S.E. has developed various voluntary safe use icons for use by industry. Those are available from www.aise.eu/end_user_info and a number of those are particularly relevant for this product category, in particular the ones presented below:



Keep away from children.



Keep away from eyes. If product gets into eyes rinse thoroughly with water.



Do not ingest. If product is ingested then seek medical advice.



Use with dry hands.



Close the lid properly.



Close the bag properly.



Do not pierce, break or cut.

The Safe Use Icons Guidelines for on pack use are provided by A.I.S.E. under www.aise.eu/end_user_info.

2) Safe use patch for liquid laundry detergent capsules:

For the purpose of securing optimal guidance to the consumers on the safe use and storage of liquid laundry detergent capsules, the Safe Use Icons shall be presented in patches to be displayed on the outer packaging of the Products in accordance with the following requirements:

• **Patch – Safe Use Icons/size/requirements:**

- Priority icons shall be featured in a patch and display on pack as follows:

GROUP 1 (HAZARDOUS LLDC)	GROUP 2 (OTHER LDC/LLDC)
<ul style="list-style-type: none"> • SENTENCE (one of those two to be used): RECOMMENDED : P102 sentence : ‘Keep out of reach of children’* ALLOWED : A.I.S.E. sentence:(until artwork gets changed) : ‘Keep away from children’ • © A.I.S.E. • www.keepcapsfromkids.eu (or www.cleanright.eu) to be featured (minimum size: 10 points – reference font : Futura Condensed) 	<ul style="list-style-type: none"> • SENTENCE (one of those two to be used): RECOMMENDED : A.I.S.E. sentence : ‘Keep away from children’** ALLOWED : P102 sentence : ‘Keep out of reach of children’ • © A.I.S.E. • www.cleanright.eu to be featured (minimum size: 10 points – reference font : Futura Condensed)
<ul style="list-style-type: none"> • TITLE: Have the general introduction sentence (or its corresponding translation provided by A.I.S.E.): “Handle and store safely”** – Minimum size: 13 points (reference font: Futura Bold), preferably in capital letters. • OTHER SENTENCES : ‘Close the lid properly’ or ‘Close the bag properly’ (for stand up pouches) • Minimum size for each of these two icons: 20 x 20 mm • Those two icons should be accompanied with their respective text, adequately translated at a minimum size of 10 points (reference font: Futura Condensed). NB: multilingual versions of this patch are allowed but the minimum size requirements remain valid for all languages. (See also text box aside for silent versions). • Colour of the icons – same as in A.I.S.E. safe use icons guidelines: black (if necessary, a dark colour may replace it – only dark blue in this context can apply). <p>NB: Translations of the required sentences are available in Annex or via : * : CLP regulation (official P102 sentence) ** : A.I.S.E. safe use material- see www.aise.eu/end_user_info</p>	

- Recommended positioning of patch on packaging: on Top or Front of the pack. Excluded: underneath the pack. In any event, the patch should be readily seen by consumers.
- Patch to be placed on pack (as per A.I.S.E. guidelines and models below) BUT with yellow background (reference colour recommended: yellow CMYK: 100%).
- Other relevant A.I.S.E. icons to be used on a voluntary basis on pack according to general A.I.S.E. guidelines. The Conditions of Use of the A.I.S.E. Safe Use Icons can be found on www.aise.eu/end_user_info.

Addendum April 2014- Updated in Feb. 2015:

Exceptions for packs containing more than 3 languages and for packs containing too little on-pack

space:

In order to ensure visibility of icons and accompanying sentences on packs, companies may exceptionally use “silent” icons or “title only” patch, or “silent” patch, provided the size of the icons is bigger than what is required in the guidelines for the implementation of the PSP.

Examples of those complementary patches are provided but should only be used in exceptional cases as the langue version is strongly preferred and recommended.

- Patch : Layout

FOR GROUP 1 (HAZARDOUS LLDC):

WITH TITLE AND TEXT (PREFERRED OPTION)	WITH TITLE ONLY	SILENT
<p>HANDLE AND STORE SAFELY</p>   <p>Keep out of reach of children Close the lid properly</p> <p>www.keepcapsfromkids.eu © A.I.S.E.</p>	<p>HANDLE AND STORE SAFELY</p>   <p>www.keepcapsfromkids.eu © A.I.S.E.</p>	  <p>www.keepcapsfromkids.eu © A.I.S.E.</p>
<p>HANDLE AND STORE SAFELY</p>   <p>Keep out of reach of children Close the doy bag properly</p> <p>www.keepcapsfromkids.eu © A.I.S.E.</p>	<p>HANDLE AND STORE SAFELY</p>   <p>www.keepcapsfromkids.eu © A.I.S.E.</p>	  <p>www.keepcapsfromkids.eu © A.I.S.E.</p>

FOR GROUP 2 (NON HAZARDOUS LLDC- OTHER LDC):

PATCH FOR BOXES		
WITH TITLE AND TEXT (PREFERRED OPTION)	WITH TITLE ONLY	SILENT
<p>HANDLE AND STORE SAFELY</p>   <p>Keep away from children Close the lid properly</p> <p>www.cleanright.eu © A.I.S.E.</p>	<p>HANDLE AND STORE SAFELY</p>   <p>www.keepcapsfromkids.eu © A.I.S.E.</p>	  <p>www.keepcapsfromkids.eu © A.I.S.E.</p>

PATCH FOR STAND-UP POUCHES		
WITH TITLE AND TEXT (PREFERRED OPTION)	WITH TITLE ONLY	SILENT
<p>HANDLE AND STORE SAFELY</p>  <p>Keep away from children</p>  <p>Close the bag properly</p> <p>www.cleanright.eu</p> <p>© A.I.S.E.</p>	<p>HANDLE AND STORE SAFELY</p>   <p>www.keepcapsfromkids.eu</p> <p>© A.I.S.E.</p>	  <p>www.keepcapsfromkids.eu</p> <p>© A.I.S.E.</p>

PART 3: INFORMATION REGARDING THE “INDUSTRY SAFETY MESSAGE” ON BRANDS COMMUNICATIONS (except WEBSITES) AND GUIDELINES FOR IMPLEMENTATION:

General introductory notes:

- For any communication, it is recommended that packaging do not get “cleaned” for display in the ads, in the sense that they should be featured in their real form INCLUDING all the safe use material.
- The guidelines below are valid but the consistency in how the safety communication is displayed across industry players prevails. The concept of staying as close as possible to the yellow patch (ie safe use icon in yellow background) is recommended as best practice so as to secure consistent communication across the industry.

A. GROUP 1: Hazardous LLDC products : Mandatory industry safety message: content

- **BRANDS TV COMMERCIALS** : Must include at the end of the ad an oral disclaimer with the following elements :

- Text: **“Always keep away from children”** or **“Always keep [BRAND NAME] away from children”** (see agreed A.I.S.E. translations in Annex 3) or **“Keep out of reach of children”** (P102 CLP sentence – cf CLP translations).

NB : Selection of the sentence should be done so as to secure CONSISTENCY with what is communicated on pack on the patch.

- Visual: A.I.S.E. “Keep away from children” (KAFC) safe use icon



(see link herewith for download :

<http://www.aise.eu/library/artwork/safe-use-icons---update-2014.aspx>)

- KAFC icon must stay square and be sufficiently big/visible and then, go back to where it actually stand on the pack/artwork ; its colour should be the same as the one used on pack (and in line with A.I.S.E. design guidelines i.e. black or dark colour eg dark blue)
- Oral voice over must say the following sentence: **“Always keep away from children”** or **“Always keep [BRAND NAME] away from children”** or **“Keep out of reach of children”** (P102 CLP sentence – cf CLP translations- (see above, consistency vs pack info); actor/actress at the choice of the company. No other/different sentence allowed as consistency amongst companies is key.
- This sentence may in addition come on top as well on the screen (optional)
- © A.I.S.E. or www.cleanright.eu or www.keepcapsfromkids.eu may exceptionally not be put on this TV commercial
- Display of the zoom in, zoom back-to-pack (or “pop-up”) should appear at the end of the TV commercial. The duration should coincide with the actor’s voice over and be sufficiently visible, long enough to be visible/understandable by consumers.

NOTA BENE: KEEP CAPS FROM KIDS 15 Seconds VIDEO also available for use/airing by companies; Please consult A.I.S.E for guidelines on how this can be done, as agreed on 19 Sept. 2014.

- **FOR BRANDS' PRINT ADS/BILLBOARDS ETC:**
 - K AFC icon (or yellow patch as outlined in PART 2 above, see also introductory notes) must be displayed as a stand alone advice in a corner of the ad. It should be sufficiently big/visible ; its colour should be the same as the one used on pack (and in line with A.I.S.E. design guidelines i.e. black or dark colour eg dark blue)
 - It needs to be accompanied the following written sentence: **“Always keep away from children”** or **“Always keep [BRAND NAME] away from children”**; actor/actress at the choice of the company. No other/different sentence allowed as consistency amongst companies is key. (see agreed A.I.S.E. translations in Annex 3), with the exception of the P102 sentence **“Keep out of reach of children”**.
 - © A.I.S.E. must be displayed; and accompanied by either the brand URL or www.cleanright.eu , or preferably www.keepcapsfromkids.eu
 - Minimum execution of the size of the icon should be minimum 20mm x 20mm based on an A4 print ad format and should be proportionally displayed in case of smaller/bigger formats, always taking into consideration the fact that it is key that should be readable/visible by consumers.

- **FOR RADIO COMMERCIALS :**
 - Oral voice over must be added at the end of the oral/radio commercial and say the following sentence: **“Always keep away from children”** or **“Always keep [BRAND NAME] away from children”** ; actor/actress at the choice of the company. No other/different sentence allowed as consistency amongst companies is key,), with the exception of the P102 sentence **“Keep out of reach of children”**.
 - © A.I.S.E. or www.cleanright.eu or www.keepcapsfromkids.eu may exceptionally not be put on this radio commercial

B. GROUP 2 : Other non Hazardous LLDC and LDC products :

Same as above but in a voluntary way.

NB : Selection of the sentence should be done so as to secure CONSISTENCY with what is communicated on pack on the patch.

PART 4: INFORMATION REGARDING THE “INDUSTRY SAFETY MESSAGE” ON BRANDS WEBSITES AND GUIDELINES FOR IMPLEMENTATION:

Brand websites of the LLDC or LDC products must include (MANDATORY):

GROUP 1 (HAZARDOUS LLDC)	GROUP 2 (OTHER LDC/LLDC)
<p>Landing page of the brand site :</p> <p>RECOMMENDED :</p> <p>Feature the Keep Caps from Kids⁴ video and/or Keep Caps From Kids web banner</p> <p style="text-align: center;">MANDATORY REFERENCE TO KCFK ON BRANDS WEBSITES</p> <div style="text-align: center;">  <p>KEEP CAPS FROM KIDS LEARN MORE & SHARE THE MESSAGE</p> <p>AN INITIATIVE FROM THE DETERGENT INDUSTRY Supported by (COMPANY NAME OR LOGO) –OPTIONAL PHRASE</p> <p>LINKING TO www.keepcapsfromkids.eu (or relevant languages version in the site)</p> </div> <p>AND/OR</p> <p>Yellow patch including title and sentences</p> <p>Link to www.cleanright.eu or www.keepcapsfromkids.eu</p>	<p>Landing page of the brand site :</p> <p>Yellow patch including title and sentences</p> <div style="text-align: center;">  </div> <p>Link to www.cleanright.eu</p>
<p>Inner page of the brand site :</p> <p>Use of complete web banner with all relevant safe use tips available from A.I.S.E. + link to www.cleanright.eu</p> <p>OR</p> <p>The panel of 6 relevant A.I.S.E. LLDC safe use advices including text + link to www.cleanright.eu (see aside)</p>	<div style="text-align: center;">  </div>

⁴ Accessible by being partner to the A.I.S.E. Keep Caps from Kids project.

ANNEX : TRANSLATIONS

OFFICIAL TRANSLATION FOR P 102 SENTENCE

English:	Keep out of reach of children (P102- CLP sentence)
Bulgarian	Да се съхранява извън обсега на деца.
Croatian	Čuvati izvan dohvata djece.
Czech	Uchovávejte mimo dosah dětí.
Danish	Opbevares utilgængeligt for børn.
Dutch	Buiten het bereik van kinderen houden.
Estonian	Hoida lastele kättesaamatus kohas.
Finnish	Säilytä lasten ulottumattomissa.
French	Tenir hors de portée des enfants.
German	Darf nicht in die Hände von Kindern gelangen.
Greek	Μακριά από παιδιά.
Hungarian	Gyermekektől elzárva tartandó.
Icelandic*	
Irish	Coimeád as aimsiú leanaí.
Italian	Tenere fuori dalla portata dei bambini.
Latvian	Sargāt no bērniem.
Lithuanian	Laikyti vaikams neprieinamoje vietoje.
Maltese	Żommu 'l bogħod minn fejn jistgħu jilħquh it- tfal.
Montenegrin*	
Norwegian*	
Polish	Chronić przed dziećmi.
Portuguese	Manter fora do alcance das crianças.
Romanian	A nu se lăsa la îndemâna copiilor.
Russian*	
Serbian*	
Slovakian	Uchovávať mimo dosahu detí.
Slovenian	Hraniti zunaj dosega otrok.
Spanish	Mantener fuera del alcance de los niños.
Swedish	Förvaras oåtkomligt för barn
Turkish*	

**Translations of the P102 sentence are not provided in the CLP text as these countries are outside of EU 28 geographical scope. The A.I.S.E. text (cf www.aise.eu/end_user_info) can be used in such circumstances/countries.*

AGREED A.I.S.E. TRANSLATION FOR THE MANDATORY INDUSTRY SAFETY MESSAGE

English:	Always keep away from children
Bulgarian	Винаги дръжте далеч от деца.
Croatian	Uvijek držite podalje od djece.
Czech	Vždy uchovávejte mimo dosah dětí.
Danish	Bør altid opbevares utilgængeligt for børn
Dutch	Altijd buiten bereik van kinderen bewaren.
English	Always keep away from children.
Estonian	Hoida alati lastele kättesaamatus kohas.
Finnish	Pidä aina poissa lasten ulottuvilta.
French	Toujours conserver hors de portée des enfants.
German	Stets außer Reichweite von Kindern aufbewahren.
Greek	Να φυλάσσεται πάντα μακριά από παιδιά.
Hungarian	Gyermekektől mindig távol tartandó.
Icelandic	Geymið ávallt þar sem börn ná ekki til.
Italian	Conservare sempre fuori dalla portata dei bambini.
Latvian	Vienmēr glabāt bērniem nepieejāmā vietā.
Lithuanian	Visada laikykite vaikams nepasiekiamoje vietoje.
Maltese	Dejjem żomm 'il bogħod mit-tfal.
Montenegrin	Uvijek držati van domašaja djece.
Norwegian	Hold alltid utilgjengelig for barn.
Polish	Przechowywać zawsze poza zasięgiem dzieci.
Portuguese	Manter sempre fora do alcance das crianças.
Romanian	Nu lăsați niciodată la îndemâna copiilor.
Russian	Всегда храните в недоступном для детей месте.
Serbian	Uvek držati van domašaja dece.
Slovakian	Vždy uchováajte mimo dosahu detí.
Slovenian	Vedno hranite nedosegljivo otrokom.
Spanish	Mantener siempre fuera del alcance de los niños.
Swedish	Förvaras alltid oåtkomligt för barn.
Turkish	Daima çocuklardan uzak tutun.

AGREED A.I.S.E. TRANSLATION FOR THE MANDATORY INDUSTRY SAFETY MESSAGE
(continued)

English	Always keep [BRAND NAME] away from children.
Bulgarian	Винаги дръжте [BRAND NAME] далеч от деца.
Croatian	[BRAND NAME] uvijek držite podalje od djece.
Czech	[BRAND NAME] vždy uchovávejte mimo dosah dětí.
Danish	Opbevar altid [BRAND NAME] utilgængeligt for børn.
Dutch	[BRAND NAME] altijd buiten bereik van kinderen bewaren.
English	Always keep [BRAND NAME] away from children.
Estonian	Hoida [BRAND NAME] lastele kättesaamatus kohas.
Finnish	Pidä [BRAND NAME] aina poissa lasten ulottuvilta.
French	Toujours conserver [BRAND NAME] hors de portée des enfants.
German	[BRAND NAME] stets außer Reichweite von Kindern aufbewahren.
Greek	Να φυλάσσετε πάντα το [BRAND NAME] μακριά από παιδιά.
Hungarian	A [BRAND NAME] gyermekektől mindig távol tartandó.
Icelandic	Geymið ávallt [BRAND NAME] þar sem börn ná ekki til.
Italian	Conservare [BRAND NAME] sempre fuori dalla portata dei bambini.
Latvian	[BRAND NAME] vienmēr glabāt bērniem nepieejamā vietā.
Lithuanian	Visada laikykite [BRAND NAME] vaikams nepasiekiamoje vietoje.
Maltese	Dejjem żomm [BRAND NAME] 'il bogħod mit-tfal.
Montenegrin	Uvijek držati [BRAND NAME] van domašaja djece.
Norwegian	Hold alltid [BRAND NAME] utilgjengelig for barn.
Polish	Przechowywać [BRAND NAME] zawsze poza zasięgiem dzieci.
Portuguese	Mantener sempre [BRAND NAME] fora do alcance das crianças.
Romanian	Nu lăsați niciodată [BRAND NAME] la îndemâna copiilor.
Russian	Всегда храните [brand name] в недоступном для детей месте.
Serbian	Uvek držati [BRAND NAME] van domašaja dece.
Slovakian	[BRAND NAME] vždy uchovávať mimo dosahu detí.
Slovenian	Vedno hranite [BRAND NAME] nedosegljivo otrokom.
Spanish	Mantener siempre [BRAND NAME] fuera del alcance de los niños.
Swedish	Förvara alltid [BRAND NAME] oåtkomligt för barn.
Turkish	[BRAND NAME] ürününü daima çocuklardan uzak tutun.

ANNEX 2: AVAILABLE A.I.S.E. MATERIAL RELATED TO PROMOTION OF SAFE USE OF LLDC/LDC

	Material type	Available Translations	Link to material
ARTWORK	Safe use icons, incl.: <ol style="list-style-type: none"> Keep away from children Keep away from eyes. If product gets into eyes rinse thoroughly with water. Do not ingest. If product is ingested then seek medical advice. Use with dry hands Close the bag properly Close the lid properly Do not pierce, break or cut 	All 27 languages	
	Safe use patch	All 27 languages MANDATORY USE ON-PACK	
ONLINE	Animated safe use icons (gif): <ol style="list-style-type: none"> Keep away from children Keep away from eyes. If product gets into eyes rinse thoroughly with water. Do not ingest. If product is ingested then seek medical advice. Use with dry hands Close the bag properly Close the lid properly Do not pierce, break or cut 	Silent	
	web-banners "Handle & store safely"	All 27 languages	
OTHER	Consumer leaflet "Please handle cleaning products safely": <ol style="list-style-type: none"> Long version 8-pager Short version 4-pager 	DE, DK, FI, FR, HE, NL, PL, PT, SE, ES	
	TV/ 5-second tag-on "Keep away from children"	Silent	
	KEEP CAPS FROM KIDS TOOLKIT Web banners, 15 second video and others	All languages	Contact A.I.S.E. if you are not yet a partner to Keep Caps from Kids.

To access this material, please use the following links:

A.I.S.E. icons:

www.aise.eu/end_user_info

Others:

<http://www.aise.eu/library/other-communication-toolkits/liquid-laundry-detergent-capsules-communication-toolkit.aspx>

or via Keep Caps from Kids extranet

or contact valerie.sejourne@aise.eu or caroline.dubois@aise.eu at A.I.S.E. (tel : 32 2 679 62 69).