



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

## PROJECT DESCRIPTION

### A.I.S.E. “Laundry Sustainability Project 2” (LSP 2)

This document provides the details of a new Sustainability initiative launched by A.I.S.E. (the International Association for Soaps, Detergents and Maintenance products), specifically addressed at heavy duty detergents<sup>1</sup> used for household laundry in Europe, i.e. in the EU 27 + Iceland, Liechtenstein, Norway and Switzerland.

This project is promoted by A.I.S.E. and will be implemented with the support of its local National Associations.

#### Introduction

Sustainable Development was defined by the Brundtland report<sup>2</sup> as “*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*” and was translated by the UK Government<sup>3</sup> into the more understandable concept that “*it is about ensuring a better quality of life for everyone now and for generations to come*”. Importantly, Sustainable Development comprises three balanced pillars: economic development, social responsibility and environmental protection.

Since its foundation in 1952, A.I.S.E. and its members have been committed to act responsibly in a consumer-oriented way – taking into account all elements of Sustainable Development.

A.I.S.E. has always been proactive in engaging in constructive and continuous dialogue with the EU stakeholders and in the Member States at local Government and NGO level via the network of National Associations to ensure that Industry’s longstanding and extensive know-how and expertise is heard in the development of technical regulation.

In the recent past, A.I.S.E. has extended this dialogue process with key stakeholders into a much broader range of activities concerning both sustainable production and sustainable consumption.

Examples of this A.I.S.E. approach are given in appendix 1. These initiatives have been covering a broad span of objectives, including and combining significant improvements of the environmental profile and the sustainable consumption of laundry detergents.

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

<sup>1</sup> As defined in Annex VIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents

<sup>2</sup> [Our common Future](#) (World Commission on Environment and Development – 1987 – Oxford University Press – Oxford, U.K.)

<sup>3</sup> [Opportunities for Change](#) (UK Department of the Environment Transport and the Regions (DETR), 1998)



## **The new A.I.S.E. “Laundry Sustainability Project” # 2 – (LSP 2)**

A.I.S.E. and its National Associations members are now launching another important initiative in the spirit of concrete action for a continual progress in terms of sustainable development in the field of laundry detergents: the A.I.S.E. **“Laundry Sustainability Project # 2”** – (LSP 2).

Continuing to build on the “*Code of Good Environmental Practice*” and energized by the successful implementation of the first “*Laundry Sustainability Project*” initiative, A.I.S.E. recognises that there is an opportunity to continue to extend the sustainability benefits of such type of initiatives. Therefore it decided that it would be appropriate to reinvigorate a key element of the “*Code*” as another move towards a more sustainable future by launching a new industry voluntary initiative.

The objective of *LSP 2* is to continue to deliver significant benefits concerning the aspects of sustainability in the field of heavy duty laundry detergents for household use.

More specifically it wants to provide:

- In the field of sustainable production, a reduction of the environmental impact of the laundry detergent sector across the whole of Europe by promoting and encouraging the reduction of chemicals, packaging and energy used in product making, delivery and use, thus contributing to sustainability targets such as CO<sub>2</sub> emissions.
- In the field of sustainable consumption, an encouragement to consumers to modify further the way they use products, through a harmonised consumer communications campaign. This will provide consumers with important information on how to reduce product and energy usage and thus also costs whilst maintaining the cleanliness delivered.

Ultimately this will continue to strengthen the reputation of the detergent industry represented by A.I.S.E. as a proactive and trusted partner for European Institutions and civil society in supporting sustainable development.

### **Scope**

The *LSP 2* initiative is aimed at all heavy-duty low suds laundry powder detergents (HDLS powders) used for household laundry, placed on the market in Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland).

### **Criteria of participation**

The project is open to companies manufacturing and/or placing on the market HDLS powders within the defined geographical scope which includes, if all the other conditions applicable are met:

- A.I.S.E. members and non-members;
- companies active in that market, independently of their size;
- manufacturers, distributors, and importers where applicable (the project also addresses branded products and private labels);
- companies established within and outside of the geographical scope.

### **Timing**

The *LSP 2* initiative will be launched<sup>4</sup> on January 1, 2009 and is intended to last for a two year period, until December 31, 2010. Companies will be able to join during the whole lifetime of the project.

<sup>4</sup> By “launch of the initiative” it must be understood the date as of which companies will be allowed to sign the Commitment Letter and start using the A.I.S.E. on-pack communications materials on their Products.

A period of two years is deemed appropriate to allow companies, which are keen to join the project, to adapt both technically and in terms of investment/business strategy.

### **Companies' Commitment**

Each Company adhering to the *LSP 2* initiative will commit to take concrete specific steps towards achieving the objectives of the project.

In particular companies participating in this initiative will commit to:

- **Develop and place on the market optimized formulations that will enable consumers to achieve at the lower recommended dosages end-results equivalent to before.**

Specifically all their HDLS household laundry powder detergents in a given country will have to have recommended dosages for a standard washing machine load<sup>5</sup> which are not greater than 85g/wash and 135ml/wash.

In practical terms this would represent a significant reduction in the recommended dosages in weight and in volume versus the most common situation for this type of detergents that existed on Jan. 1, 2008.

This will allow striking the right balance between a significant increase in compaction and the largest possible access to the project. It is therefore expected that the required thresholds can be reached with conventional technologies, thus not representing a barrier to entry into the project for any company (including SMEs) who wishes to join the project. In any case A.I.S.E. will make available Guidelines to compaction or even expert's advice if necessary.

- **Optimize the usage of packaging materials.**

Participating companies will continue to strive to optimize the usage of packaging materials. As the new formulations entail a reduced volume, companies will commit to a reduction of packaging materials, both in the case of rigid (e.g. cartons) and non-rigid (e.g. bags) containers, remaining overall at least in line with current filling levels.

In addition, for individual rigid containers, effective filling ratios should be in any event no less than 70% of the maximum filling ratio<sup>6 7</sup>.

- **Communicate clearly to consumers how best to achieve the intended sustainability improvements by encouraging the correct use of the new products.**

A.I.S.E. has designed a consumer communication package, including harmonised, non-branded material which aims to raise awareness among consumers about the benefits of using more compacted products.

<sup>5</sup> As defined in Annex VII of the Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents.

<sup>6</sup> As defined in test method DIN 55 540 dated May 1978 where the product density ( $\bar{\rho}$ ) measured in g/l is either shown on the pack or can be easily derived from the relation between recommended dosages in weight and in volume. This density should not be lower than the average Repour Cup bulk density of the powder which can be obtained with the ISO 3424 test method using samples of on-shelf product and taking into account the density variations of the powder over a one month period of production.

According to this test method the bulk densities are measured by the non-compacted repour cup density method. This method uses an apparatus consisting of a funnel mounted above a 500 ml cup, the distance from the base of the funnel to the top of the cup being 50 mm. The cup is filled to overflowing with product from the funnel (through an aperture of 40 mm diameter). Without tapping the cup, excess product is removed by scraping away excess by means of a straight edge across the top of the cup. The net weight of product is then measured and recorded, and bulk density is calculated according to the volume of the cup.

<sup>7</sup> In case the container has been designed to contain a dosing device (scoop or beaker), its "useful capacity" is decreased by 200 ml.

Communication to consumers will focus on educating consumers to compaction and correct dosage, through on packs communication<sup>8</sup>.

The requirements for consumer communication for *LSP 2* are essentially related to on-pack activities. The objective of such communications is to provide a uniform approach to consumer information regarding the compaction of the product. This aims at ensuring that consumers have the information needed to dose correctly and are aware of the right consumer behaviours to follow in order to maximize the sustainability benefits. In order for this to be achieved, companies are strongly urged to include three on-pack elements:

1. A “Top of the pack” patch (see appendix 2a)
2. A patch to be added to the “Dosing table” (see appendix 2b)
3. An updated version of the “A.I.S.E. Washright panel” (see appendix 2c)

Companies committing to the scheme should adhere to the guidelines for such communication related to products, which are provided in the appendices 2a, 2b and 2c referred to above and in appendix 2d.

**All the above steps should be implemented by companies in parallel to ensuring that detergents placed on the market are safe for man and the environment using risk assessment.**

By signing-in to the project, a company will commit to achieve the above sustainability objectives on all its HDLS household laundry powder detergents brands in one or more of the countries of the geographical scope as defined above.

In case a company has already implemented some reformulations of its HDLS household laundry powder detergents prior to the launch of this project bringing them to be already complying with the requirements set in the above paragraphs, it can use the appropriate communication elements shown in the appendices.

In order to join the project, companies shall sign a “Commitment letter” that will be provided by A.I.S.E. In turn A.I.S.E. will provide the communication material to be used on the packs. The on-pack communication material can only be used by companies once they have committed to the project by signing the Letter of Commitment.

### **Internal promotion and communication with stakeholders**

A.I.S.E. and its National Associations will be responsible for the promotion of this scheme to the whole of the industry, both members and non-members of A.I.S.E.

In addition, A.I.S.E. and its National Associations will interact with European and National bodies, Governments, NGOs and consumers to present and explain the background of the project and its benefits. This will be done via ad-hoc PR campaigns to be run centrally and locally. Specifics and timings for such campaigns will be discussed both at A.I.S.E. and in the various National Associations. A.I.S.E. will inform the European Commission as soon as possible, while contact with authorities at national level by the National Associations is encouraged to take place as early as possible. Although PR campaigns directed at NGOs and consumers can in principle start as of 1 January 2009, their start should however be decided on a country basis and so as to give participants sufficient time to prepare and implement the project.

Such contacts may also offer the opportunity for sharing other current and possible future developments by A.I.S.E. in the field of sustainable development (e.g. a similar initiative directed at Liquid Laundry Detergents or other product categories).

<sup>8</sup> [Contrary to LSP1, there is no specific logo](#)

### **Financing the initiative**

A.I.S.E. will establish a separate dedicated budget to support all central expenses related to this project. In parallel, National Associations will also establish local budgets to cover local expenses related to the communication events.

These budgets will be financed by all participating companies on the basis of a split based on their estimated "*value market shares*" of the powder detergents' market during year 2007 in the whole project region (for the central budget) and on a country by country basis (for local budgets). All estimated "*market shares*" will be based on historical data collected by an independent third party (e.g. ACNielsen) and made available to the A.I.S.E. project management only for confidentiality reasons. Specific details on the contributions will be part of the commitment letter.

### **Quantification of the Benefits**

The *LSP 2* initiative has the potential for delivering environmental benefits as well as enabling consumers to obtain the same performance for less chemicals and cost in terms of energy usage. As the execution of this project is expected to follow the model established in previous similar projects, we can expect a significant saving in chemicals and packaging in line with what was achieved in the original "Code" project.

A system of auditing and measuring progress will be put into place, based on the collection of individual company data (in full confidentiality) comparing the status quo at the end of the project versus the situations in the market on Jan. 1, 2008.

The indicator for success of the project will be the increase in the value share of the HDLS powder detergents market which converts to the new reduced dosages.

Value (rather than tonnes) is chosen because it represents more closely the number of washes being sold. The measure will be on a country-by-country basis, for those countries having a significant number of their producers joining the project. The data will be extracted from market tracking data already provided (e.g. by ACNielsen), and collated by A.I.S.E.

A.I.S.E. undertakes to publish a close-out report at the end of the project, (Jan. 1, 2011) which it will make available to all stakeholders. This report will present the results obtained through this project.

### **Plan**

In order to achieve success, A.I.S.E. will provide appropriate levels of resources (both centrally and in the various countries through its local National Associations).

## Examples of the A.I.S.E. initiatives in the field of Sustainable Development

- In the late 1980s A.I.S.E. promoted a novel ingredient labelling approach in partnership with the EU Commission, which resulted in a Commission Recommendation (CEE 89/542).
- In January 1997, A.I.S.E. adopted its “Code of Good Environmental Practice” (“Code”) for Household Laundry Detergents in the then 15 EU + Iceland, Liechtenstein, Norway and Switzerland. This program was endorsed by the EU Commission through a Recommendation (98/480/EC) published on July 22, 1998. The “Code” was a voluntary initiative designed to promote more sustainable consumption of laundry detergents. The “Code” established targets for reductions in per capita consumption of laundry detergents, packaging and poorly biodegradable organic ingredients (all by 10% over a five year period) and a reduction of the energy per wash (thus washing temperature) by 5%. These targets were established based upon the findings of a peered-reviewed LCA<sup>9</sup> of the overall laundry-washing process.

Companies who committed to the “Code” undertook to apply human and environmental risk assessment methodology to the design and production of their products and to strive to design products to contribute to a reduction in consumption. Furthermore, companies undertook to communicate standard information to consumers on how best to use products through the “Washright<sup>®</sup>” instructions, in order to educate consumers towards more sustainable consumption.

Progress towards achieving reductions in consumption of raw materials, packaging and wash temperature was delivered through progressive compaction of products, coupled with a strong communication campaign.

The fact that more concentrated detergents have a better environmental profile has been proved by several LCA studies conducted over the years<sup>101112</sup> and based upon this, the majority of the Detergent manufacturers in Western Europe have progressively compacted their laundry granules over the last 7 years since more “compacted” formulae allow consumers to achieve the same cleaning performance at lower weight and volume recommended dosages, provided that consumers use the product as recommended.

In parallel, A.I.S.E. developed a very strong consumer communication campaign in order to engage the public in applying the most appropriate “best use practices” when using laundry detergents. The so-called “Washright<sup>®</sup>” campaign was deployed by Companies, committed to the “Code” using the most relevant media: TV, radio, press, Internet and was augmented through the activities of A.I.S.E.’s National Associations. A dedicated [www.washright.com](http://www.washright.com) website was designed by A.I.S.E. and publicized successfully.

<sup>9</sup> [Rationale and Technical Appendices on the A.I.S.E. Code of Good Environmental Practice](#) (A.I.S.E. - Nov. 1997)

<sup>10</sup> [The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part I: Environmental Risk Assessment](#) (Saouter E; Van Hoof G; Pittinger CA; Feijtel TCJ) - International Journal of Life Cycle Assessment - 2001; pages from/to: 363-372

<sup>11</sup> [The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part II: Life Cycle Assessment](#) (Saouter E; Van Hoof G; Feijtel TCJ; Owens JW) - International Journal of Life Cycle Assessment – 2002; pages from/to: 27-38

<sup>12</sup> [A Database for the Life-cycle Assessment of Procter & Gamble Laundry Detergents](#) (Saouter E; Van Hoof G) - International Journal of Life Cycle Assessment – 2002; pages from/to: 103-114

The “Code” program came to an official end in 2001. A final report<sup>13</sup> summarizing the results was prepared by IBM, as an independent auditor and shared with the EU Commission and all other relevant stakeholders. A.I.S.E. provided additional perspective on these with an accompanying report<sup>14</sup> that was also shared widely. It was estimated that over the “Code” lifetime, 250,000 tonnes of detergents and 13,000 tonnes of packaging were saved in the concerned region with an obvious positive effect on the environment.

- In 2004, A.I.S.E. developed another initiative, the “*Charter for Sustainable Cleaning*” that was introduced officially on December 1, 2004 and since then has spread across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). By now close to 50 companies, either manufacturers of detergents or distributors have subscribed to the Charter and A.I.S.E. has already published two official “Sustainability Reports” presenting the progress made so far. Further information on this project can be found in the dedicated website [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com).
- In 2006, A.I.S.E. launched its first “*Laundry Sustainability Project*” (LSP 1) as a direct follow-up of the “*Code of Good Environmental Practice*” and its associated Washright campaign. The LSP 1 initiative was particularly beneficial to the CEE countries where the “Code” had originally not been implemented and hence laundry detergents were still relatively diluted. The objective of this project - which ended in December 2007<sup>15</sup> - has been to continue to deliver significant benefits concerning the aspects of sustainability in the field of laundry detergents for household use, as set out in a scientific dossier<sup>16</sup> already prepared by A.I.S.E.
- In June 2006, A.I.S.E. launched the “*Save Energy and Water Project*” which is focused on household automatic dishwashing detergents and aims primarily at modifying consumer behaviour. The aim of the project is to encourage consumers to use the “auto”, “55°C” or “50°C” wash cycles in order to save energy and water – and to make this a habit, thus achieving among other benefits also a reduction in CO2 emissions that contribute to climate change. This project became in 2006 a “partner” project to the European Commission’s Sustainable Energy Europe campaign. More details on this project can be found in the dedicated website [www.saveenergyandwater.com](http://www.saveenergyandwater.com).

<sup>13</sup> [A.I.S.E. Code of Good Environmental Practice: Final Report to the European Commission 1996-2001](#) (IBM Global Services - 2002)

<sup>14</sup> [Implementation of the A.I.S.E. Code of Good Environmental Practice for household laundry detergents in Europe – A.I.S.E. 1996/2001 Final Report](#) (A.I.S.E. - Jan. 2003)

<sup>15</sup> In fact the project was prolonged until Dec. 31, 2009 in a limited number of non-EU countries in the original region to maximize the possibilities to reach the originally envisaged sustainability benefits.

<sup>16</sup> [The A.I.S.E. Laundry Sustainability Project – Scientific Dossier](#) (A.I.S.E. – Nov. 2005)

## LSP 2 – On-pack Communication Material

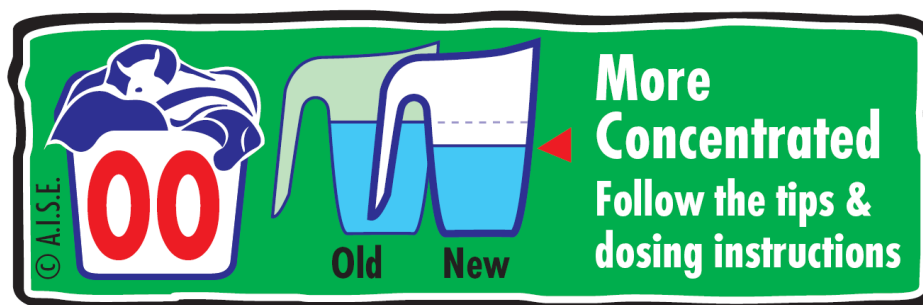
### Top of Pack

**Disclaimer:** this on-pack communication material has been developed by A.I.S.E. for the LSP 2. It can only be used by Companies committing to the Project and upon signature of a Commitment Letter.

#### Overall Intent:

This patch, which is put on the top of the pack, signals to the consumer that the product contained is a concentrated laundry powder and that less product is needed than with non concentrated laundry powders. Its colour and style is matched to the A.I.S.E. Washright Panel, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

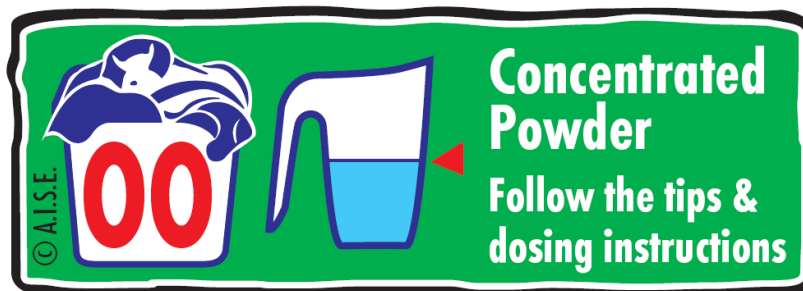
1. FOR COMPANIES/BRANDS THAT ARE COMPACTING/  
CONCENTRATING THEIR POWDERS IN ORDER TO REDUCE THE  
STANDARD DOSE <= 85g / 135ml



#### Guidelines:

Element	Recommended minimum (as per example above)	Optional (at discretion of individual companies)
Wash basket	Positioned on left hand side, icon indicating the number of loads contained in the box of detergent (repeating the number of washes indicated on the front of pack).	Companies may use their own basket logo to ensure graphical consistency.
Scoops icon	Positioned in the middle; lines, colours and arrow should be consistent. “New” and “Old” wording must be shown.	Companies may use their own scoop shape, but should not vary the design.
Wording	First sentence: “More Concentrated (powder)” or “More Compact(ed)* (powder)” Second sentence: “Follow the tips & dosing instructions” * Translation dependent	Addition of the wording “reduced/less dosage” and “reduced/less packaging” is optional at companies’ discretion. The word “powder” is also optional.
Colours	Green background, white text and black/white outline should match those used on the “Washright” panel.	A black & white version on the patch may also be used.
© A.I.S.E.	On very left hand side.	None.

2. FOR COMPANIES/BRANDS THAT ARE NOT COMPACTING/ CONCENTRATING THEIR POWDERS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE LSP 2 CRITERIA, (i.e. their standard dose remains unchanged at  $\leq 85$  g / 135ml and their packaging materials usage is optimized).



**Guidelines:**

<b>Element</b>	<b>Recommended minimum</b> <i>(as per example above)</i>	<b>Optional</b> <i>(at discretion of individual companies)</i>
Washbasket	Positioned on left hand side, icon indicating the number of loads contained in the box of detergent (repeating the number of washes indicated on the front of pack).	Companies may use their own basket logo to ensure graphical consistency.
Scoop Icon	Positioned in the middle – lines, colours and arrow should be consistent.	Companies may use their own scoop shape, but should not vary the elements of the design.
Wording	First sentence : “ <i>Concentrated Powder</i> ” or “ <i>Compact{ed} * Powder</i> ” Second sentence : “ <i>Follow the tips &amp; dosing instructions</i> ” * Translation dependent	Addition of the wording “ <i>small dosage</i> ” and “ <i>less packaging</i> ” is optional at companies’ discretion.
Colour	Green background, white text and black/white outline should match those used on the “Washright” panel.	A black & white version on the patch may also be used.
© AISE	On very left hand side	None

## LSP 2 – On-pack Communication Material

### Patch to be added to the dosing table

**Disclaimer:** this on-pack communication material has been developed by A.I.S.E. for the LSP 2. It can only be used by Companies committing to the Project and upon signature of a Commitment Letter.

#### Overall Intent:

This patch, which is added to the dosing table, re-emphasises the importance of appropriate dosage to the consumer. Its colour and style is matched to the A.I.S.E. Washright Panel and top of pack patch, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

Due to the significant variations in different companies' dosing table artwork, the specific layout of this information is open to more flexibility, as specified below:

1. FOR COMPANIES/BRANDS THAT ARE COMPACTING/  
CONCENTRATING THEIR POWDERS IN ORDER TO REDUCE THE  
STANDARD DOSE  $\leq$  85g / 135ml / 85g



#### Guidelines:

Element	Recommended minimum (as per example above)	Optional (at discretion of individual companies)
Dosage	Must be clearly indicated and next to "new" scoop.	None.
Scoops Icon	Should be identical to top of pack scoops icon.	None.
Wording	" <i>More Concentrated/Compacted (Powder)</i> ". Second line is not repeated.	Addition of the wording " <i>reduced/less dosage</i> " and " <i>reduced/less packaging</i> " is optional at companies' discretion. The word "powder" is also optional.
Positioning	Dosage amount must be clearly indicated and next to "new" scoop.	Positioning of words and icon at the companies' discretion. This allows optimal fit with different dosing instructions layouts.
Colours	Green background, white text and black/white outline should match those used on the "Washright" panel.	A black & white version may also be used.
© A.I.S.E.	On very left hand side	None.

2. FOR COMPANIES/BRANDS THAT ARE NOT COMPACTING/ CONCENTRATING THEIR POWDERS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE LSP 2 CRITERIA, (i.e. their standard dose remains unchanged at  $\leq 135\text{ml} / 85\text{g}$  and their packaging materials usage is optimized).



**Guidelines:**

<b>Element</b>	<b>Recommended minimum</b> <i>(as per example above)</i>	<b>Optional</b> <i>(at discretion of individual companies)</i>
Dosage	Must be clearly indicated and next to scoop	none
Scoop Icon	Should be identical to top of pack scoop icon	none
Wording	" <i>Concentrated/Compacted Powder</i> ". Second line is not repeated.	Addition of the wording " <i>small dosage</i> " and " <i>less packaging</i> " is optional at companies' discretion.
Positioning	Dosage amount must be clearly indicated next to scoop	Positioning of words and icon at the companies' discretion. This allows optimal fit with different dosing instructions layouts.
Colour	Green background, white text and black/white outline should match those used on the "Washright" panel.	A black & white version may also be used.
© AISE	On very left hand side	None

## LSP 2 – On-pack Communication Material

### Washright Panel

#### Overall Intent:

This is an updated version of the existing A.I.S.E. “Washright Panel” which further clarifies how consumers should do their laundry in order to reduce water and energy use, saving money and CO<sub>2</sub> emissions.



#### Guidelines

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	Revised wording should be used wherever possible: <ul style="list-style-type: none"> <li>- “<i>Tips for saving water, energy, CO<sub>2</sub> and money</i>”</li> <li>- “<i>Avoid underfilling the machine</i>”</li> <li>- “<i>Dose according to soil and water hardness – use the dosing instructions</i>”</li> <li>- “<i>Wash at low temperature</i>”</li> <li>- “<i>Save packaging – recycle or refill</i>”</li> <li>- “© A.I.S.E.”</li> <li>- “<a href="http://www.washright.com">www.washright.com</a>”</li> </ul>	For small packs, “silent” version of panel may be used (i.e. without words), however the elements: <ul style="list-style-type: none"> <li>- “© A.I.S.E.”</li> <li>- “<a href="http://www.washright.com">www.washright.com</a>”</li> </ul> should still be present.
Positioning	Wording positioning may be varied to best suit pack layout.	None
Graphical layout	Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples above) or vertical with the icons underneath each other.	None
Colour	Green background, white text and black/white outline.	A black and white version may be used.

**LSP 2 – On-pack Communication Material**  
**Guidelines on the above communication elements**

1. Patches may not be mixed, i.e. patch 1 of appendix 2a may not be used with patch 2 of appendix 2b and patch 2 of appendix 2a may not be used with patch 1 of appendix 2b.
2. Should a company choose to compact/concentrate further a powder that already met *LSP 2* criteria before the launch date of the *LSP 2* initiative, they must still use patches 1 of appendix 2a and appendix 2b.
3. A company may choose to amend its artwork from patches 1 of appendix 2a and appendix 2b to patches 2 of appendix 2a and appendix 2b after a minimum of 6 months following actual compaction and on pack communication using patches 1 of appendix 2a and appendix 2b.
4. If, for legal reasons, a company feels it must use patches 2 of appendix 2a and appendix 2b where a compaction has actually occurred, it should inform its local industry association and A.I.S.E. of the legal justification for this exception not later than the new product has been placed on market.
5. Note that the dosage of 135ml = +/- 85g shown in patches 1 and 2 of appendix 2b represents the upper limits of the *LSP 2* dosage. Companies are entirely free to compact / concentrate their powder beyond the maximum weight of 85g or the maximum volume of 135ml. In those cases, this will be reflected in the figures shown in their patches.
6. The two versions of the “Washright panel” as shown in appendix 2c can be used by all companies independently on whether they have compacted in the past or in the context of the *LSP 2* initiative. These new versions of the “Washright panel” will be made available for usage on their brands to all companies independently of them joining the *LSP 2* initiative.