

## THE A.I.S.E. LAUNDRY SUSTAINABILITY PROJECT FOR HEAVY DUTY LIQUIDS (LSP-L)

### PRINCIPLES:

- Pan-European detergent industry project that is open to EU 27 plus Iceland, Norway, Liechtenstein and Switzerland
- Focus on laundry liquid detergents for household use
- Commitment:
  - Formulation: To concentrate liquid detergents, reaching a recommended dosage  $\leq 75$  ml/wash
  - Packaging: Reduce by ensuring a high fill level, at least overall in line with current filling levels
  - Consumer Communication: Convey to consumers correct usage of concentrated products through on-pack communication
- Timing: 1 July 2009 - 30 June 2011 (activation from 1 July 2010)

### EXPECTED SAVINGS:

After full implementation, the LSP-L project is estimated to achieve the following savings (compared to 2008):

- 400,000 tonnes reduction in liquid detergents per year
- 16,000 tonnes less packaging per year
- 14,000 fewer truck journeys per year

### CLEARER CONSUMER COMMUNICATION ON SUSTAINABLE CONSUMPTION

- Clear-cut information for consumers concerning:
  - The new voluntary industry initiative
  - Concrete tips about changing dosing behaviour
- Toolkit for campaign based on key-messages along with the three on-pack communication elements (example below for a 24 wash load liquid detergent). See guidelines in detailed project description document.

#### 1. Front label patch

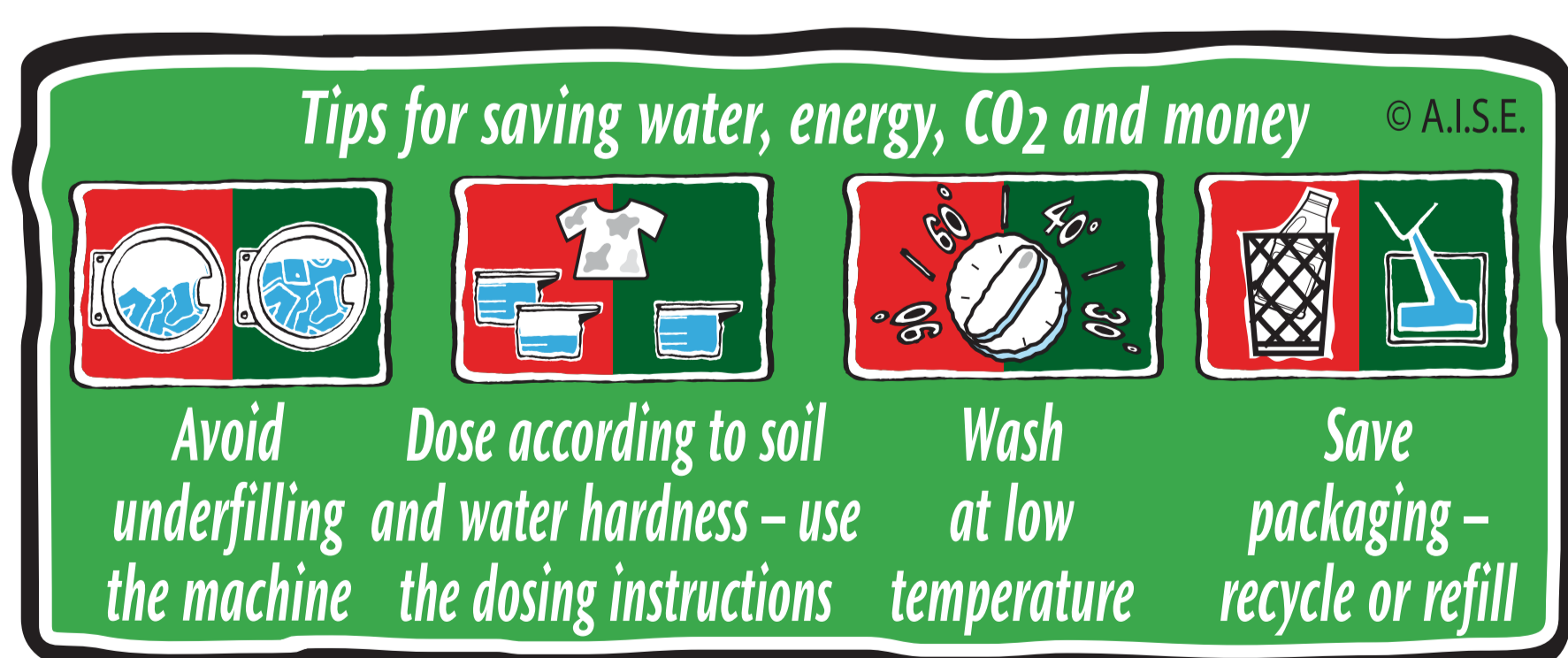
Mono-lingual packs



Bi-lingual packs



#### 2. New Washright Panel



[www.washright.com](http://www.washright.com)

#### 3. Dosing Matrix

BRAND X

### DOSING MATRIX BEFORE LSP-L:

HOW TO DOSE CORRECTLY

120ml

degree of soil	low	medium	high
1 soft <150 ppm	60ml	120ml	180ml
2 medium 150 - 250 ppm	60ml	120ml	180ml
3 hard >250 ppm	90ml	150ml	210ml

24 WASH-LOADS

BRAND X

### DOSING MATRIX NOW, WITH LSP-L:

HOW TO DOSE CORRECTLY

75ml Concentrated

degree of soil	low	medium	high
1 soft <150 ppm	50ml	75ml	125ml
2 medium 150 - 250 ppm	50ml	75ml	125ml
3 hard >250 ppm	75ml	100ml	150ml

24 WASH-LOADS

For more information, please visit <http://www.aise.eu/lsp>

Working together for a cleaner Europe

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

December 2009