

**The new A.I.S.E. “Laundry Sustainability Project for Heavy Duty Liquids” (LSP-L) in a nutshell**

A.I.S.E. is launching in the EU the “**Laundry Sustainability Project for Heavy Duty Liquids**” (“*LSP-L*”) which aims to promote the concentration of heavy-duty low suds (HDLS) liquid detergents used for household laundry, placed on the market in Europe. The project will be implemented with the support of A.I.S.E.’s National Associations members.

**Aim of the project:** Sustainability benefits through reduction of the environmental impact of the laundry detergent sector across Europe with regards to chemicals, packaging and energy used in product making and transportation.

**Product scope:** All Heavy Duty Low Suds liquid detergents for household laundry.

**Timing:** The project will be “*opened*” on July 1, 2009. This is the “*Sign-off*” starting date as of which companies will be allowed to sign a “*Commitment Letter*”. The project will then be “*activated*” one year later on July 1, 2010. This is the date as of which companies which have signed the “*Commitment Letter*” can start using the on-pack communication material. The project will last until June 30, 2011 and companies will be able to join during the whole lifetime of the project.

**Geographical scope:** EU (27) + Iceland, Liechtenstein, Norway and Switzerland. Companies can choose the countries for which they wish to commit.

**Criteria of participation:** The Project is open to any company (both members and non-members of A.I.S.E. and/or of National Industry Associations) manufacturing and/or placing on the market HDLS liquid detergents for household laundry within the defined geographical scope.

**The companies will commit:**

- 1) To have all their products, within the *LSP-L* scope in a given country, reach a recommended dosage which is not greater than 75 ml/wash for a standard washing machine load of “normally soiled” fabrics to be washed using water of medium hardness.
- 2) To optimize the usage of packing materials for the new products, by ensuring a high fill level. In particular, companies will commit to a reduction of packaging materials, remaining at least overall in line with current filling levels.
- 3) To communicate to consumers about the correct use of concentrated products through on-pack communication, using the A.I.S.E. non-branded material package (i.e. a front-label patch, a back-label patch for the dosing table as shown in the appendices 1a and 1b and, whenever possible, the A.I.S.E. “*Washright*™” Panel).

**Information to consumers and to stakeholders:** Ad-hoc PR campaigns will be run centrally and locally to inform European and National authorities, NGOs and consumers about the *LSP-L* initiative. The starting date for these campaigns should be decided on a country by country basis and so as to give all participants equal and sufficient time to prepare and implement the project.

**Financing of the initiative:** A central budget and individual local budgets will cover the project’s expenses. Participants in the project will be asked for a financial contribution based on their estimated market value shares of the HDLS liquid detergents’ market in 2007/2008 (data collected through an independent source). Appendix 2 provides more detailed information on this topic.



### LSP-L – On-pack Communication Material

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

#### Overall Intent:

These patches, which are put either on the front or on the back labels, signal to the consumer that the product contained is a concentrated HDLS liquid detergents and that less product is needed than with non concentrated product. Their colour and style are matched to the A.I.S.E. “Washright<sup>®</sup>” Panel, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

Specific guidelines on how to use these patches are an integral part of the “Project Description” document

#### Front label

1. FOR COMPANIES/BRANDS THAT ARE CONCENTRATING THEIR LIQUIDS IN ORDER TO REDUCE THE STANDARD DOSE TO  $\leq 75\text{ml/wash}$

Mono-lingual packs	Bi-lingual packs	Multi-lingual packs (3 or more languages)
		

2. FOR COMPANIES/BRANDS THAT ARE NOT CONCENTRATING THEIR LIQUIDS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE LSP-L CRITERIA, (i.e. their dose remains unchanged at  $\leq 75\text{ml/wash}$ ).





**The use of these patches is recommended but not mandatory and thus remains optional.**

All packs


**LSP-L – On-pack Communication Material (cont'd)****Back label**





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 CONCENTRATING THEIR LIQUIDS IN ORDER TO REDUCE THE STANDARD DOSE TO  $\leq 75\text{ml/wash}$

Mono-lingual packs	
Vertical format	Horizontal format
	
Bi-lingual packs	Multi-lingual packs (3 or more languages)
	







2. FOR COMPANIES/BRANDS THAT ARE NOT CONCENTRATING THEIR LIQUIDS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE LSP-L CRITERIA, (i.e. their dose remains unchanged at  $\leq 75\text{ml/wash}$ ).

**The use of these patches is recommended but not mandatory and thus remains optional.**

Mono-lingual packs	
Vertical format	Horizontal format
	
Bi-lingual packs	Multi-lingual packs (3 or more languages)
	

**Menu of Different Doser Fill Levels**

Companies are encouraged to choose a graphic that most closely represents their planned level of compaction, e.g.:

		
Arrow is at 75% of old dose	Arrow is at 66% of old dose	Arrow is at 58% of old dose
		
Arrow is at 50% of old dose	Arrow is at 40% of old dose	Arrow is at 33% of old dose

**LSP-L – Budgeting mechanism**

**Disclaimer:** All fees calculations are handled in full confidentiality directly with each individual company committing to the Project and having signed a “*Commitment Letter*”.

Budget contribution of each company for both central and local costs will be based on its estimated “*Value Market Share*” (VMS) of the HDLS household laundry liquid detergents’ market during year 2008 in the whole project region (for the central budget) and on a country by country basis (for local budgets).

The final repartition will be determined on the basis of the final group of companies joining this A.I.S.E. *LSP-L* initiative in the region and in any given country.

	Split based on	Budget
<b>CENTRAL COSTS</b>		
PR Template development	regional share	A.I.S.E.
A.I.S.E. costs: legal, logistics, project management, etc.	regional share	A.I.S.E.
PR Campaign country adaptation	national share	A.I.S.E.
<b>LOCAL COSTS</b>		
PR Campaign country execution	national share	National Association
Media: e.g. Print Campaign (if judged appropriate)	national share	National Association
N.A. logistics	national share	National Association

**Data – definitions:**

- **Value Market Share** (VMS, %): total share of the HDLS household laundry liquid detergents’ market during calendar year 2008, collected by an independent data provider.
- **Market Size (Euro):** total value of the HDLS household laundry liquid detergents’ market during calendar year 2008, collected by an independent data provider.
- **Regional share (%)**: the VMS within the whole Region, weighted by countries’ Market Sizes.
- **National share (%)**: the VMS within a given country.
- **Region (or Territory):** the group of countries defined in the geographical scope of the *LSP-L* initiative (EU 27 + Iceland, Liechtenstein, Norway and Switzerland).
- **Timeline:** Companies, who join the Project at any time within its duration, need to contribute to the Project according to their respective “regional / national shares”, regardless of the date of joining.
- **Central contributions:** all companies who join the project need to contribute to the central costs according to their “regional share” (see definition above). Companies with a regional share in 2008 below 1.0% need to contribute to the central costs with a flat fee of 1,000 euro.
- **Local contributions:** all companies with a national share in 2008 above 1.0% need to contribute to the local costs, according to their “national share” in that country.