



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. PRESS RELEASE

Brussels - 6 February 2014, A.I.S.E. today launches its new public website - www.aise.eu - highlighting the key priorities of the cleaning and maintenance products industry.

A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, proactively drives the industry agenda for cleaning and maintenance products based on two key areas of activities namely product safety and innovation, and sustainability initiatives.

The industry places great emphasis on its daily interactions with stakeholders to achieve its goals and strives to continue building on the successful dialogue which has been achieved over the last 60 years. The new public website is seen as one of the key elements in communicating the industry's key priorities transparently.

At a stakeholder breakfast meeting held in Brussels, A.I.S.E. President Charles-François Gaudet, said: *"one of our main objectives with the redesign of www.aise.eu was to make it more reflective of what we as an industry association do on a daily basis with our members and stakeholders to ensure our products are safe for use and contribute to sustainability for the ultimate benefit of European consumers and professional users."* He added that the launch of A.I.S.E.'s dynamic new public website is optimal timing as the EU parliamentary elections will soon be underway.

Recently, A.I.S.E. has launched DetNet, the Detergent Industry Network for CLP Classification, which provides a novel approach to adequately label products for the safe use of the millions of consumers and professional customers that use them every day. To engage consumers into adopting new sustainable ways of doing their washing, the "I prefer 30°" multi-stakeholder campaign on low temperature washing was jointly launched with the European Commission Directorate-General Climate during 2013. Already, 24 partners are on board! Another highlight, building on the achievement of the Charter for Sustainable Cleaning, is A.I.S.E.'s involvement in the European Commission's three year pilot on the Product Environment Footprint (PEF). This is only a snapshot of the activities which can be found on the new website.

A.I.S.E. envisages that the new website will become the platform of choice for information on cleaning and maintenance products in Europe alongside its consumer portal www.cleanright.eu. It looks forward to exchanging views with stakeholders about the industry's priorities and the EU agenda.

Keep up to date with all the latest news releases, industry positions and events at: www.aise.eu

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Working together for a cleaner Europe

Notes to editors

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About A.I.S.E.

A.I.S.E. is the official representative body for the cleaning and maintenance products industry in Europe. Its membership totals 29 national associations across Europe and beyond, covering about 900 companies. These range from small and medium-sized enterprises to large multinationals active both in the consumer goods market and the industrial & institutional (I&I) domains. A.I.S.E. industry activities are driven by The Agenda for Sustainable Cleaning. The core objective of the agenda is sustainable development. This agenda is supported by two pillars of activities: developing and promoting voluntary actions and cooperating with stakeholders at EU and local level to achieve a balanced and better regulatory framework.

www.aise.eu
