

A.I.S.E. ANNOUNCES INDUSTRY-WIDE TARGETS FOR SUSTAINABLE PACKAGING

Brussels, 10 December 2018 - The detergents and cleaning products industry is pleased to promote its *"A.I.S.E. voluntary initiative on plastic packaging"* which aims to **increase the uptake of recycled content in plastic packaging** over the next few years. As part of this initiative, the industry commits to the following goals by 2025:

- A minimum of 20% volume of recycled plastic material in the packaging of all household products in the A.I.S.E. portfolio
- Ensuring that all plastic packaging for household products can be recyclable, reusable or compostable

This new initiative is a further major step for the industry, following the successful delivery of impactful projects over the last 20 years to drive sustainable production, design and consumption for the whole of the industry sector.

A.I.S.E.'s President, Arndt Scheidgen said: *"This initiative represents a strong commitment from our industry in making sure that plastics packaging of cleaning products is designed and produced from more sustainable materials. Our industry can play a key role in helping close the loop on a truly circular economy. This commitment aims to move not only front-runners, but the whole industry toward more sustainable practices."*

Mr. Scheidgen continued: *"We will count on regulators to support us, by addressing potential barriers and ensuring this demand for recycled plastic packaging from our companies can be met with enough quality secondary raw materials. Collaboration up and down the packaging value-chain is key in order to expand this market. For this reason, A.I.S.E. will continue its dialogue and collaboration with all partners in the value-chain."*

In addition to this ambitious commitment, the industry is also working on sector-wide principles for sustainable packaging design. These guidelines are aimed at supporting all companies to design sustainable packaging by considering the latest developments, existing codes of practices and standards regarding recyclability.

A.I.S.E.'s Director-General, Susanne Zänker commented: *"Our overall commitment to sustainable packaging is not a mere aspirational target. We hope that with these guidelines, we will help define into very practical terms how each company can play its role and help reach the industry's end goal and defined targets."*

A.I.S.E.'s initiative will be open for signature on 1 January 2019. The project will entail strict annual reporting on progress as regards the quantitative targets listed in the initiative.

A.I.S.E. VOLUNTARY INITIATIVE ON PLASTIC PACKAGING

By 2025*:

- Min 20% volume of **recycled plastic** material
- All plastic packaging
 - **recyclable**
 - **reusable**
 - **compostable**

* For all household packaging



[Read more](#)

CONTACT A.I.S.E.: Tel: +32 2 679 62 60
 Susanne Zänker, Director General | Francesca Angiulli, Sustainability Manager