

# A.I.S.E. ARTWORK MATERIAL - BEST USE

## LEGAL AND DESIGN GUIDELINES

### FOR USE OF THE SLEEVE ICONS

30 April 2021

#### Introduction

In April 2021, as part of its commitment to help increase the uptake of recycled packaging material notably to help achieve the objectives of its voluntary pledge on plastic packaging<sup>1</sup>, A.I.S.E. launched the Sleeve icon herewith in order to encourage consumers to take the sleeve off the pack after using the product, thus facilitating the recycling of the plastic bottle by recycling companies.



This applies to companies using full-body sleeves in the detergent and maintenance products sector in Europe, respecting the guidelines provided by the European PET Bottle Platform (EPBP) through their temporary endorsement ([see attached document dated 23<sup>rd</sup> January 2019](#)).

This voluntary commitment of the detergent and maintenance industry, in line with the above endorsement is summarised below:

- Use of double perforated sleeves
- Use of a common perforation concept, to be developed by industry
- Use of a harmonized message towards consumers (i.e. this icon)
- And promotion of the icon as much as possible so that:
  - Consumers remove the sleeve
  - Consumers then can place the main packaging in the adequate packaging recovery bin (as per local guidelines in place)

By doing so, this will enable easier recycling of the bottles, and thus, much bigger quantities of recycled packaging can be used.

This icon was developed by the A.I.S.E. Packaging WG and has been subject to consultations in Feb-April 2021 with EPBP. NB: The use of this icon can also apply to all plastic bottles, not only PET.

This icon will also be promoted as from mid 2021 on the [cleanright.eu](https://www.cleanright.eu) consumer portal of A.I.S.E.. It will also be promoted to consumers via adhoc consumer campaigns that will be promoted by the network of A.I.S.E.'s National Associations together with the local relevant recycling bodies.

This document sets out the legal and technical guidelines for the use of this icon by industry.

The Sleeve icon(s) are available from <https://www.aise.eu/library/artwork.aspx>

<sup>1</sup> <https://www.aise.eu/our-activities/sustainable-cleaning-78/circular-economy/packaging-2222/voluntary-industry-initiative.aspx>

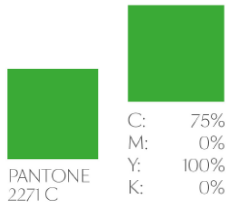
## Part one: Conditions of use

1. The Sleeve icon(s) have been developed with focus on detergents and maintenance products placed on the market in the European Union. However, A.I.S.E. also agrees that they may be used in relation to any other product or category of products, and may be used outside the EU territory, provided the herewith defined guidelines are respected.
2. Any use of the Sleeve icon(s) shall fully comply with the guidelines provided herewith.
3. a) The Sleeve icon(s) include:
  - **A mandatory icon + text which must be placed on pack** as soon as artwork change allows it from April 2021 onwards. This icon is provided with two alternative graphic executions: a “top-down” version and a “bottom-up” version related to where the action of the tearing must be started on pack. The most relevant icon should thus be selected by the company based on its artwork design/placement of the double perforation.
  - **A set of agreed translations** for the call for action: these must be used with the icon so as to provide optimal understanding of this new icon on pack to consumers; their use is mandatory (until further notice). In case the pack is sold in different countries, or in case the country requires different languages, it is requested for the corresponding languages to be provided as well. In case the icon is used outside the EU, and if A.I.S.E. has not provided central translations, it is the responsibility of the company to provide the appropriate translation and place it on pack.
  - **An optional additional icon** (the zipper – with no text), may be used in addition to the icon on a voluntary way, in case the company wishes to further reinforce the message.
- b) The Sleeve icon(s) do not need to have a reference to copyright A.I.S.E. as they may be used by other sectors, provided those inform A.I.S.E. and that the attached guidelines are respected.
- c) The Sleeve icon(s) may also be accompanied by the website address [www.cleanright.eu](http://www.cleanright.eu). if space allows.
4. When used in commercial communications other than packaging, the Sleeve icon(s) must be in their full format with text.
5. The Sleeve icon(s) may be used in point-of-sale and direct-to-customer commercial communications, or in specific B2C consumer campaigns for the purposes only of giving guidance on sustainable use/recycling of the packaging, for education purposes. They may thus be used in mass media communications i.e. television, radio, print, social media, provided it is clear that this icon is common to all industry. In case of any question regarding format, use etc, approval or advice from A.I.S.E. should be sought.
6. The Sleeve icon(s) must not be displayed in a way that may imply that they are a trademark or brand of product associated with an individual manufacturer.
7. The Sleeve icon(s) shall not be used in relation to any claim made for any product. They shall not be used in any way which is misleading, deceptive or confusing, or which abuses them or may bring them into disrepute.
8. A.I.S.E. reserves the right on due notice to withdraw the right of any person or company to use the Sleeve icon(s) in the event of non-compliance with these conditions.

## Part two: Technical & design guidelines

The following technical requirements shall be respected:

### Colours



*Please also refer to the  
Artwork guidelines developed by the  
design agency together with A.I.S.E.*

If you have problems matching colour with your existing ink selection, please see technical guidelines attached or contact A.I.S.E. for advice.

**Font :** Futura Demi Bold – minimum size 7point (see also Artwork guidelines).

**Copyright A.I.S.E.:** not needed

### Additional guidance provided by EPBP:

- Size of logo and messages must be sufficient to ensure good readability,
- Messaging on the sleeve / package must be clear regarding the correct disposal method (per local sorting rules)
- Confusing / misleading messaging concerning sleeve recyclability is not accepted.

### Languages

As of April 2021, the icons are provided with translations in the following languages:

EU 27+ UK : Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Maltese, Romanian, Slovenian, Spanish, Swedish.

Beyond EU 27: Norwegian, Icelandic, Bulgarian, Turkish.

In the countries where the above languages are used, the exact A.I.S.E. translation should be respected. (In other countries, A.I.S.E. does not take responsibilities for the texts and translations that might be used).

NB: The relevant translation of the text where the product is placed on the market should be used. The placing of this text should ideally be close to the logo (see Design Guidelines). Where the packaging hosts multiple languages, placing additional languages on a different place of the packaging may exceptionally be allowed, connected e.g. through an “\*\*“ (from the main text placed next to the icon).

The Sleeve icon(s) may be used on pack from April 2021 onwards. A.I.S.E. reserves the right to amend these guidelines at any time.

**Any information request concerning the above should be sent to [aise.main@aise.eu](mailto:aise.main@aise.eu)**

