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

LEGAL AND TECHNICAL GUIDELINES FOR USE OF THE CLEANRIGHT VISUALS

Update February 2021

Introduction

Cleanright.eu is an initiative of A.I.S.E. and is the official European consumer portal of the detergents and maintenance products industry. This platform is a trustworthy online resource on good housekeeping and cleaning at home. It offers comprehensive information on detergents and maintenance products, together with practical sound advice on how to use them safely and sustainably. It does not cover any brand-specific information.

Since 2005, A.I.S.E. has been promoting across the industry its Charter for Sustainable Cleaning, aimed at steering high sustainability standards for the detergence and maintenance products sector in Europe. In this context, some mandatory consumer engagement material aimed at promoting the sustainable use of products is required. Most of this artwork has been developed on a product category level (see best use panels available from A.I.S.E.'s artwork section). A.I.S.E also allows, in case of space issues on pack, companies to use the visuals provided below in the context of the implementation of the Advanced Sustainability Profiles of the Charter (see details in Charter website). Those visuals are available freely to any company provided they would abide by the conditions set out in this document. The guidelines below have been developed to provide the necessary legal and technical information for those companies wishing to include the Cleanright panel(s) in their on pack artwork.

TIPS FOR SAVING WATER, ENERGY, CO_2 AND MONEY

WWW.CLEANRIGHT.EU

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www.aise.eu

Part one : Conditions of use

1. The Cleanright panel(s) may only be used in relation to soaps, detergents and maintenance products, related chemical ingredients used in those products and household appliances (washing machines, dishwashers) or professionals involved in this industry. They may not be used in relation to any other product or category of products.

2. Any use of the Cleanright panel(s) shall fully comply with the guidelines provided herewith.

3. a) The Cleanright panel(s) shall be accompanied by the website address www.cleanright.eu.

b) When used on packaging the cleanright panel may be featured in the various alternatives proposal set out in the accompanying technical guidelines, including in its text-only or "silent" format.

c) When used in commercial communications other than packaging, the Cleanright panel(s) must be in its full format with full text. The individual items of the panel may not be used separately in any commercial communication except in a format previously approved or recommended by A.I.S.E..

d) The Cleanright panels may be used in point-of-sale and direct-to-customer commercial communications for the purposes only of giving guidance on best/safe use practices but shall not be used in mass media communications i.e. television, radio, print, cinema, posters except after agreement from A.I.S.E..

The Cleanright panel is available from https://www.aise.eu/library/artwork.aspx may be used on company website for the purpose of only giving guidance on best/safe use practices and must be accompanied with a reference link to the www.cleanright.eu website.

4. The Cleanright panel(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.

5. The Cleanright panel(s) shall not be used in relation to any claim made for any product.

6. The Cleanright panel(s) shall not be used in any way which is misleading, deceptive or confusing, or which abuses them or may bring them into disrepute.

7. A.I.S.E. reserves the right on due notice to withdraw the right of any person or company to use the Cleanright panel(s) in the event of non-compliance with these conditions.

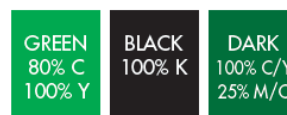## Part two: Technical & design guidelines

The following technical requirements shall be respected:

Colours

NEW COLOURS - PANTONE

| GREEN 355C | BLACK Process Black | DARK GREEN 357C |

NEW COLOURS - PROCESS

| GREEN 80% C 100% Y | BLACK 100% K | DARK 100% C/Y 25% M/C |

If you have problems matching colour with your existing ink selection contact A.I.S.E. for advice.

Font

1/ Futura Bold

2/ Futura Condensed Medium

Copyright

It is strongly encouraged to add the A.I.S.E. copyright as follows next to the panel: © A.I.S.E.

Please also refer to the technical annex guidelines developed by A.I.S.E.

Languages

As of February 2021, the www.cleanright.eu website is available in the following 22 languages:

Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Slovak, Slovenian, Spanish, Swedish.

However, the translation of the Cleanright panel for potential use on pack is available in the languages listed below. It is up to each individual organisation to assess the optimal use of those additional languages bearing in mind that A.I.S.E may not be able to commit to a specific timing when those might be ready.

EU 27+ UK :

Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Polish, Portuguese, Maltese, Slovakian, 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.

The Cleanright panels may be used on pack from July 2010 onwards. A.I.S.E reserve the right to amend these guidelines at any time.

Any information request concerning the above should be sent to aise.main@aise.eu