



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 (EMBARGOED 6 DEC 12 MIDDAY)**

**Brussels - 6 December 2012: European cleaning industry reaffirms its commitment to resource efficient and sustainable cleaning on its 60<sup>th</sup> Anniversary**



A.I.S.E., the International Association for Soaps, Detergents and Maintenance products, today celebrated its 60<sup>th</sup> anniversary. As part of a conference held in Brussels, a number of high level speakers focused their attention on the theme: "Visions for the future, tackling societal and sustainability challenges".

At the event gathering more than 170 attendees from industry as well as various suppliers and related stakeholders, A.I.S.E. representatives underlined the key role that proactive pan-European initiatives can have in driving sustainable production and consumption. With more than 190 companies signed up, the A.I.S.E. Charter for Sustainable Cleaning is recognised as a mark of continual commitment from the sector, to drive high sustainability standards throughout the life cycle for the detergent and maintenance products sector. European Commissioner for the Environment, Janez Potočnik remarked: *"We have a major challenge over the next 60 years and well-designed voluntary initiatives can play an important part in delivering resource efficient growth"*.

Commenting on the importance to also actively engage with consumers towards more sustainable consumption patterns, Director General of BEUC, Monique Goyens, added: *"Consumers count on the Detergent Industry to adopt a precautionary and sustainable approach in their innovation policy; we believe that A.I.S.E. can play a crucial role in keeping that objective in mind"*.

President of A.I.S.E., Charles-François Gaudefroy concluded: *"Our industry is key to providing people with the fundamental benefits of cleanliness and hygiene. As one of the first European industry associations ever created in Europe, despite an increasingly complex economic and regulatory environment, we have built as a sector over the last 60 years a track record of progress, innovation, and relentless voluntary industry action on sustainability. With the challenges that our society is now facing, I strongly invite all industry members to pursue actively the journey towards more resource efficient and sustainable cleaning in close dialogue with our value chain partners and external stakeholders, for the ultimate benefit of European citizens"*.

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**Notes to editors**

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*Working together for a cleaner Europe*



### **About A.I.S.E.**

A.I.S.E. is the official representative body for the cleaning and maintenance industry in Europe. Its membership totals 34 national associations in 39 countries, 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](http://www.aise.eu)

Link to A.I.S.E.'s latest Activity and Sustainability report:

[http://www.aise.eu/downloads/AISE\\_AR2011.pdf](http://www.aise.eu/downloads/AISE_AR2011.pdf)

### **About the 60 years' anniversary of A.I.S.E.:**

Created in October 1952 with 5 countries, the network and activities portfolio has considerably evolved over time! The attached booklet presents an overview of the key association activities, technological innovations, membership evolution as well as major EU and international developments.

See attached booklet: [http://www.aise.eu/downloads/AISE\\_Overview\\_1952-2012.pdf](http://www.aise.eu/downloads/AISE_Overview_1952-2012.pdf)

### **About the Charter for Sustainable Cleaning**

The Charter for Sustainable Cleaning is a voluntary industry initiative set up by A.I.S.E. in 2005 encouraging manufacturers and consumers to adopt more sustainable cleaning practices. The Charter covers all product categories of the soaps, detergents and maintenance products industry, both in the household and industrial/institutional sectors. As of 2012, 85% of cleaning products across Europe are covered under the Charter. The year 2011 marked the first major update to the Charter. Starting in the autumn of 2011, the Charter has been offering sustainability assurance for individual products, marked by an enhanced Charter logo. The categories of products for which criteria have been developed are: laundry detergents, fabric conditioners, automatic dishwashing detergents and all purpose cleaners. The assurance will then expand progressively to other cleaning products. Those criteria have been developed taking the most relevant life cycle parameters into account.

For all details of the Charter requirements, please consult:

[http://www.sustainable-cleaning.com/en.companyarea\\_documentation.orb](http://www.sustainable-cleaning.com/en.companyarea_documentation.orb)

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