



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 8 JUNE MIDDAY)

Nice- 8 June 2012: European Detergents industry reaches a step further towards sustainable cleaning: significant CO2 savings communicated in 7th Sustainability report

A.I.S.E., the international Association for Soaps, Detergents and maintenance products is proud to present its 7th Sustainability report and the important industry's progress in particular in energy and CO2 savings, with a 22 % decrease versus 2006, exceeding by far the 2012 Kyoto targets for the EU and already overshooting the EU 2020 climate and energy targets for GHG emissions (*).

MEP Gaston Franco, speaking at A.I.S.E.'s General Assembly hosted this year in Nice, where the report was released said : *"I congratulate the companies that have signed the A.I.S.E. Charter for Sustainable Cleaning, which contains a number of very pertinent objectives. It is important in Europe – vis-à-vis consumers and regulators – to demonstrate tangible efforts undertaken by companies in a voluntary way and not through regulatory pressure. The Charter scheme is valuable for the sector and I welcome these initiatives. Sustainable development needs such kinds of voluntary approaches similarly to what is done in our region with the fragrance industry."*

This result was possible thanks to more than 175 companies, which have signed up to A.I.S.E.'s Charter for Sustainable Cleaning, the voluntary industry initiative which encourages manufacturers and consumers to adopt more sustainable cleaning practices. It is more than 85% of the total production of detergents and maintenance products in Europe that is meeting industry's sustainability requirements as defined through this voluntary industry programme. Part of their commitment also includes annual reporting against a set of 11 Key Performance Indicators including total tonnages covered by this scheme, consumer information, occupational health and safety, water consumption etc. Gwenolé Cozigou, Director at the European Commission, DG Entreprise and Industry reminded that European Commission Vice President Antonio Tajani was calling for *"a strong and competitive industry in Europe and has no doubt that innovation and sustainability will be two major themes to secure it, underlining that companies of all sizes have opportunities in these domains"*.

Hans Bender, President of A.I.S.E. also mentioned during the event, gathering more than 100 persons from that industry as well as various suppliers: *"The achievements of A.I.S.E. and its network of expertise are remarkable. When looking ahead, further challenges remain, but also opportunities. Perhaps the biggest one is to engage consumers towards sustainable use of our products. For this, we'll need breakthroughs in innovation and concerted communication efforts and consumer's engagement."*
The www.cleanright.eu portal already conveys a number of tips for consumer on best use of products. If all European consumers who wash at 40°C or higher were to wash at 10 degrees less, the energy saved would be equivalent to lighting every home in Poland for a year!

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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 industry in Europe. Its membership totals 9 multinationals and 37 national associations in 42 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

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 first category of products for which criteria have been developed are: laundry detergents, fabric conditioners and automatic dishwashing detergents. 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

What can consumers do ?

To know more about the products and the tips to drive sustainable consumption, A.I.S.E. has developed a reference industry portal in all languages of the EU ; visit www.cleanright.eu for more information.

(*) EC: http://ec.europa.eu/clima/policies/package/index_en.htm
