

# THE A.I.S.E. LAUNDRY SUSTAINABILITY PROJECT N°2 ('LSP2')

A sectoral initiative towards more sustainable laundry detergent powders

## PRINCIPLES:

- Pan-European project of the detergent industry that is open to all companies selling laundry detergents in EU 27\*\* (member and non-members)
- Focus on powder laundry detergents for household use
- Commitment:
  - Optimized formulations leading to lower recommended dosages: not more than 85g/wash and 135ml/wash
  - Optimized use of packaging material (reduced volume, no less than 70% fill level for rigid containers)
  - Communication on correct use of higher-concentration products
- Timing: 1st Jan. 2009 - 31st Dec. 2010

## EXPECTED SAVINGS:

After its full implementation, the LSP2 project has the potential to deliver the following savings:

- Approximately 200,000 tonnes less detergents per year
- Over 5,000 tonnes of less packaging per year
- About 10,000 fewer truck journeys per year

## CLEAR COMMUNICATION TO GUIDE NEW HABITS TOWARDS MORE SUSTAINABLE CONSUMPTION

- Clear-cut information for consumers concerning:
  - The new concentrated detergents as a voluntary industry initiative, and;
  - Concrete tips on changing dosing behaviour.
- Toolkit for campaign based on key-messages along with the three on-pack communication elements (here shown for the example of a 50 wash-loads pack):

### 1. Top-Pack Element



### 3. New Washright Panel



### 2. Dosing Matrix

BRAND X

**DOSING MATRIX BEFORE LSP2:**

HOW TO DOSE CORRECTLY

155 ml  
99g

degree of soil	low	medium	high
water softness			
1 soft <150 ppm	80ml	115 ml	195 ml
2 medium 150 - 250 ppm	80ml	155 ml	235 ml
3 hard >250 ppm	115 ml	195 ml	275 ml

50 WASH-LOADS

BRAND X

**DOSING MATRIX NOW, WITH LSP2:**

HOW TO DOSE CORRECTLY

135 ml  
85g  
More Concentrated

degree of soil	low	medium	high
water softness			
1 soft <150 ppm	70ml	100ml	170ml
2 medium 150 - 250 ppm	70ml	135 ml	205 ml
3 hard >250 ppm	100ml	170 ml	240 ml

50 WASH-LOADS

\*\* : EU 27 = Iceland, Liechtenstein, Norway and Switzerland.