

CLOSEOUT REPORT

A.I.S.E. Laundry Sustainability Project for Heavy Duty Low Suds Laundry Powder Detergents in Turkey (LSP-TR)



A.I.S.E. 2008 / 2010 REPORT

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A.I.S.E. LAUNDRY SUSTAINABILITY PROJECT
for Heavy Duty Low Suds Laundry Powder Detergents
in Turkey
(LSP-TR)

CLOSEOUT REPORT
(2008 – 2010)

This report presents the results of the LSP-TR initiative, which aimed to minimize the environmental impact of Heavy Duty Low Suds powder detergents for household laundry in Turkey. LSP-TR was initiated, promoted and deployed by SDSD (Sabun ve Deterjan Sanayicileri Derneği) and A.I.S.E. (International Association for Soaps, Detergents and Maintenance products) under criteria of full transparency making participation to the project fully voluntary whilst being open to any company (both members and non-members) wishing to participate.

A.I.S.E. also provided “Manufacturing guidelines” and offered expert’s assistance on request to any company asking for technical assistance to prevent the possible exclusion of any company for technical reasons.

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CLOSEOUT REPORT

This closeout report presents and analyses the results of the “**A.I.S.E. Laundry Sustainability Project for Heavy Duty Low Suds Laundry Powder Detergents**” in Turkey (**LSP-TR**) that was launched on 1 October 2008 and lasted until 30 September 2010. It covers the period from 2007 (base-line reference year) until the end of 2011 and presents the sustainability benefits achieved in Turkey in terms of reductions of raw material, packaging materials and energy.

1. Background

A.I.S.E. (“*Association Internationale de la Savonnerie, de la Détergence et des Produits d’Entretien*”), the International Association for Soaps, Detergents and Maintenance Products, launched its first “*Laundry Sustainability Project*” (“**LSP-1**”) in 2006. That was a voluntary industry initiative aiming to minimize the environmental impact of Heavy Duty Low Suds powder detergents for household laundry, thus promoting sustainable production and consumption via compaction and concentration of such products together with adequate consumer information.

Compacted detergents enable consumers to obtain equivalent performance and wash the same quantity of laundry at lower weight and volume recommended dosages. This can lead to important reductions of chemicals used (if detergents are dosed correctly), packaging material and logistic optimisations. For consumers, compaction has also a very direct benefit in their everyday life in terms of carrying and storing products since less product is necessary for the same number of washes.

The **LSP-1** initiative came within the framework of the Association’s agenda for sustainability and the industry’s commitment to reduce the environmental impact of detergents¹. **LSP-1** was a direct follow-up of the A.I.S.E. “*Code of Good Environmental Practice*” (which became a European Commission Recommendation - 98/480/EC) and of the associated “*Washright*®” campaign. These two initiatives had already initiated a solid trend in the compaction of laundry powder detergents and contributed widely to decreasing the environmental impact of detergents in the former EU 15 and EFTA countries (Iceland, Liechtenstein, Norway and Switzerland).

The **LSP-1** initiative aimed to continue, sustain and expand this trend. It was designed to be implementable across a large part of Europe (the EU 27 + Albania, Bosnia & Herzegovina, Croatia, Iceland, Liechtenstein, Norway, Republic of Macedonia - FYROM, Moldova, Montenegro, Serbia and Switzerland). In fact, it impacted most particularly on “*Central and Eastern European*” (CEE) countries, which had not undergone previously the compaction steps in the framework of the “*Code of Good Environmental Practice*” program.

Turkey was neither included in the scope of the “*Code of Good Environmental Practice*” nor in the original geographical scope of **LSP-1**, even if some Turkish companies participated to this initiative with some of their products being exported (mainly in Bulgaria, Romania and Moldova).

The **LSP-1** initiative started on 1 January 2006 and ended on 31 December 2007 with an additional year (until end 2008) for participating companies to sell off their stocks of products that were carrying the logo in the framework of the project. This made the whole project life to cover a three-year period from 1 January 2006 until 31 December 2008.

In February 2010, A.I.S.E. published a closeout report analysing and summarizing the sustainability achievements of the **LSP-1** initiative. This report is available in the A.I.S.E. web site².

¹ See www.aise.eu – (Voluntary Industry Initiatives)

² The “[LSP-1 Close-out Report 2006-2008](http://www.aise.eu/go.php?pid=591&topics=17)” can be found at <http://www.aise.eu/go.php?pid=591&topics=17>

In the course of 2007, before *LSP-1* was completed, the, at the time, Turkish Detergents Industry Association “*Sabun ve Deterjan Sanayicileri Derneği*” (SDSD) indicated a strong interest shown by its members to start considering a project similar to *LSP-1* focussed on the Turkish market.

After several meetings within the SDSD association with the support and guidance from A.I.S.E., a new “*Laundry Sustainability Project*” for Heavy Duty Low Suds laundry powder detergents in Turkey (*LSP-TR*) was developed. SDSD informed all companies operating in the detergent sector in Turkey about this initiative in a specific meeting (June 12, 2008). The objective was to promote the project and to make sure that all potentially interested companies were given the opportunity to join if they wanted to do so. After that meeting, SDSD contacted the key retail chains to ensure they also knew about *LSP-TR*.

During the development period of the project, before the launch, SDSD had several meetings with Turkish stakeholders, including both GO and NGO (consumer and environmental associations). In a meeting on July 30, 2008, SDSD presented the project to all key environmental organizations (Turmepa, TÜRÇEV, TÜRÇEK, WWF, and Çevko) to inform them about it and gain their support.

It is also worth mentioning the meetings with the Competition Board, the Ministry of Industry & Trade (DG Protection of the Consumer and Competition and the Ministry of Forestry & Environment (DG Environmental Management). In all cases, the feedback to the discussions was quite positive.

With this reassurance, *LSP-TR* was launched on October 1, 2008 and a press conference took place a few days later (Oct. 8) involving all the key media representatives.

Several companies (see below) decided to join, allowing a smooth and successful deployment and implementation of this initiative.

This closeout report has been prepared by A.I.S.E., since in the meantime SDSD has changed its statute, has assumed a new name (“*Kozmetik ve Temizlik Ürünleri Sanayicileri Derneği*” - KTSD) and has taken on new sectorial fields (cosmetics and hygienic papers as well as detergents) as a result of this change. KTSD has however provided important input and support to the report’s finalization. In particular KTSD has provided all market estimates data, before and after the implementation of *LSP-TR*.

This report covers the period from 2007 (base-line reference year) until the end of 2010 and presents the sustainability benefits achieved in terms of reductions of raw material, packaging materials and energy.

2. The *LSP-TR* initiative

2.1. Geographical scope and lifetime

The geographical scope of the *LSP-TR* initiative focussed exclusively on Turkey. However in view of the possibility of parallel imports from the surrounding markets, and with the objective to avoid “free-riders”, the project communication material was “protected” via registration of the Logo (see below) by A.I.S.E. not only in Turkey but also in Ukraine, Armenia, Georgia, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, Iran, Iraq and Syria.

The project opened on October 1, 2008 and closed on September 30, 2010. This two-year period was selected to allow sufficient time for companies that wished to participate to adapt. Companies (both members and non-members of SDSD) were allowed to join during the whole lifetime of the project.

Companies were given an additional year, until September 30, 2011 to sell off, if they wished so, their detergents which had been compacted in the context of the *LSP-TR* initiative and were bearing the “*Konsantrematik*” Logo (see further below), provided they complied with all principles of the project. This additional 12-month period was meant to serve for exhaustion of potential stocks, thus avoiding any unnecessary throw away of finished product and/or packing materials, which would represent a burden both economically and importantly for the environment.

2.2. Product Scope

LSP-TR is a voluntary industry initiative that aims to support the compaction of Heavy Duty Low Suds powder detergents³ used for household laundry and more specifically the so-called regular laundry powders for automatic washing machines, which recommended relatively high dosages (typically above 150 g/wash).

Those products were representing the norm in Turkey, where regular powder detergents with dosages above 150 g/wash (the typical dose/wash would easily reach 200 g/wash) remained the dominant type of detergents. This was in contrast to the situation in the rest of “Western Europe”, where products had already undergone some compaction steps in the context of the “*Code of Environmental Good Practice*”.

2.3. Project Details

The project was open to all companies manufacturing or placing on the Turkish market regular low-suds heavy-duty powder detergents for household use.

Each company joining *LSP-TR* in Turkey had to commit to reduce the dosage for a standard washing machine load⁴ by at least 33% in weight and by at least 25% in volume for all its HDLS products whilst maintaining at least the same washing efficiency. Both those targets were to be judged against a baseline of the dosage declaration on January 1, 2008.

These levels of compaction were set as good balance between actual technological knowledge and potential environmental savings, on the understanding that they could be achieved through state of the art conventional technology normally available to all companies (including SMEs). In any case, if a company asked for technical assistance, A.I.S.E. provided “Manufacturing Guidelines” and offered expert’s assistance on request.

In order to signal to consumers that the product was compacted, the pack had to bear a distinctive “*Konsantrematik*” logo:



A.I.S.E. had registered this logo and made it available by licensing SDSD allowing in turn the Turkish Association to sub-license it to all participating companies for use on their packs and together with other promotional material. In addition, SDSD encouraged Companies to write a “sustainability message” on the logo to explain to consumers about the changes in product/packs. An example is shown here below:



As a side benefit of *LSP-TR*, companies also accelerated the introduction in Turkey of a more standardized way to communicate recommended dosages. In fact that notion was not well established in Turkey and varied from brand to brand.

³ As defined in Annex VIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents

⁴ As defined in Annex VII of the Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents

The *LSP-TR* implementation has allowed bringing a common basis for defining this concept, much to the benefit of consumers. For that purpose, reference was made to the definition of “recommended dosage”, laid down in the EU Regulation No 648/2004 (the “Detergent Regulation”) which legally applies in the EU.

2.4. Participants

LSP-TR, as an industry voluntary initiative was open to any company manufacturing and/or placing on the market in Turkey Heavy Duty Low Suds household powder detergents. There was no distinction whatsoever in terms of A.I.S.E. / SDS membership or size of the companies. Therefore, in addition to companies manufacturing and/or commercializing those products also Trade Chains with their own Private Label brands could and in fact did join the project.

In total seven companies joined. They were a representative mix of multinational and local companies, big players and small and medium sized enterprises. Worth mentioning, also major private labels manufacturers and retailers joined in.

The table below provides the complete list of the 7 companies, which joined the project. These companies together represented around 95% of the Heavy Duty Low Suds market in Turkey.

<ul style="list-style-type: none"> • Bim A. Ş. * • Carrefoursa A. Ş. * • Hayat Kimya SA. A. Ş. • Procter & Gamble Tüketim Mallari San. A. Ş. 	<ul style="list-style-type: none"> • Saruhan Kimya Ve Temizlik Ürünleri San. TİC. A. Ş. • Türk Henkel Kimya San. VE TİC. A. Ş. • Unilever San. VE TİC. TÜRK A. Ş.
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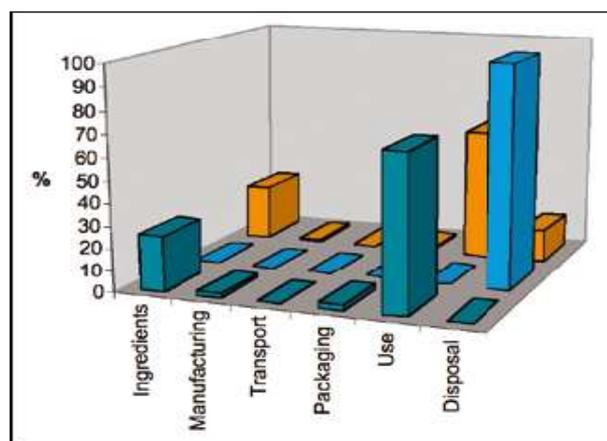
* Retail trade chain with its own private label brand

2.5. The consumer campaign: “Konsantrematic detergent”

At the time of the development of the “Code of Good Environmental Practice”, A.I.S.E. had commissioned a general Life Cycle Assessment (LCA)⁵ on laundry washing powders covering the whole washing process to get an understanding of the environmental impacts of the various stages of a detergent production and use.

This study identified the most significant environmental parameters associated with laundry detergents. The table below presents the key findings.

Life Cycle Analysis of Compact Fabric Washing Powder & Main Wash Process
(Source: A.I.S.E. LCA Task Force)



Energy ■ Water ■ Solid waste ■

⁵ “A.I.S.E. Code of Good Environmental Practice: Final Report to the European Commission 1996-2001” (IBM Global Services - 2002)

As the graph shows, the LCA indicates that the largest part of the laundry detergent impact occurs during the use and disposal phases of household laundry detergents. As a result, any reduction in consumption volumes would reduce the impacts of production and transport energy, packaging and solid waste - and therefore overall environmental impacts. This underlines the need to encourage sustainable consumption as well as design.

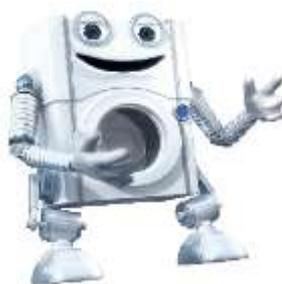
Translating these findings in the context of an *LSP*-type initiative, this showed that it makes sense to try to act on the use phase in addition to targeting the product formulation. The Industry can indeed act directly on the formulations, however it cannot control directly consumer habits in order to minimise the impact on the environment of the use phase. On the other hand, the Industry can try to influence washing behaviours by informing and educating consumers. Therefore an *LSP*-type initiative should include a whole set of actions that aim to inform and educate consumers on how to wash with a lesser impact on the environment.

In fact, in addition to the use of the logo on the packs of the compacted products, the *LSP-TR* initiative included an information campaign to motivate consumers to take some easy steps when doing their laundry, such as dosing right when using compacted detergents (need for less product), using the lowest recommended washing temperature and avoiding under-filling the washing machine. This campaign built on the experience drawn from the “*Code of Good Environmental Practice*” and its associated “*Washright*®” campaign and duplicated what had been done in the context of *LSP-1*.

In net, to reach the desired sustainability benefits, not only the manufacturers had to compact their products, but also consumers had to adapt their dosing habits to the new dosage instructions. It was therefore key that this message was conveyed in the proper way to consumers.

In the context of *LSP-1*, A.I.S.E. had hired an Advertising agency (TBWA) to develop an “Industry communication campaign”. TBWA created a large battery of communication template material. This material was meant to be used after appropriate adaptation in the various countries by the local National Industry Associations.

As common element distinguishing this new initiative, the Advertising Agency developed a unique and distinctive “*Washing Machine*” character as the reoccurring element of the whole campaign.. This character became the symbol of the initiative and is shown here below.



The whole range of material was made available also for the project in Turkey and SDSD used it for its communication campaign after having adapted it for the Turkish environment.

The character remained the same and in fact, SDSD ran centrally a harmonized and intensive communication and educational campaign, which was implemented in the most relevant media under the theme “*Konsantrematik – Yeni Nesil Çamaşır Deterjanı*” (*Konsantrematik – The New Generation Laundry Detergent*). The objective was to raise consumers’ awareness on how best to use the new products in order to achieve the desired environmental improvements.

The core of such campaign has been a non-branded TV advertising, which was aired in Turkey using an adaptation of the centrally developed non-branded 15" and 30" TV spots. This gave the right boost to the launch of the project.

Those spots can be watched at and can be downloaded from the following web-addresses:

- <http://youtu.be/-J6Fwu3tMww> for the 15" TV spot
- <http://youtu.be/bmsUzFFSrZY> for the 30" TV spot

The scripts of both TV copies and their translations can be found in Appendix 3.

This campaign was on air for four consecutive months from October 2008 to January 2009. The total "Gross Rating Point" (GRP)⁶ level reached was 2,650.

The central budget for the development of the *LSP-TR* initiative and the adaptation of all communication material was well over 50,000 Euro. The TV campaign was worth the equivalent of over 3,650,000 YTL (equivalent to ca. 1,660,000 Euros) "rate card" spending.

This unbranded TV campaign focussed on a specific target audience (Females - 20-44 – A, B, C1 ,C2) was financed by the local Industry with individual companies purchasing directly the media space among the 10 most popular TV channels in Turkey⁷ with 50% of the spots having been aired on "Prime Time". Also individual major brands included in their TV copy the novelty message and the need for consumers to pay attention to and apply the new dosage instructions following the product compaction.

In addition, SDSD, with the support of a reputable PR agency (Zarakol) ran local PR activities across the country including infomercials on newspapers and magazines.

In the context of those initiatives, SDSD engaged a very well-known celebrity (Ms. Seda Sayan) as the *Konsantrematik* spokesperson. She acted as a testimonial for the initiative and appeared on the Kanal D TV chain in a series of 7 minutes long advertorials during the popular morning program "Sabahların Sultanı" (Sultan of the Mornings) twice a week over a one month period (from November 25 to December 25, 2008).

During these sessions, the audience in the studio was involved in comparing the old 9 kg standard packs with the new 6 kg packs of the more concentrated detergents.



Posters with the key messages were on the stage and magnets with the same messages were distributed to the studio audience.

This activity in particular was judged very effective in gaining the consumer attention and getting them interested in the new generation of products and importantly focussing their attention to the importance of looking at and following the new dosage instructions.

⁶ Gross rating point (GRP) is a term used in advertising to measure the size of an audience reached by a specific media vehicle or schedule. It is the product of the percentage of the target audience reached by an advertisement times the frequency they see it in a given campaign (frequency x percentage reached). For example, a television advertisement that is aired 5 times reaching 50% of the target audience each time it is aired would have a GRP of 250 (5 x 50%). Media buyers commonly use GRP values to compare the advertising strength of various media vehicle. (Source: Wikipedia)

⁷ ATV, Flash, FOX, Kanal 1, Kanal 7, Kanal D, SHOW, STAR, STV, and TRT 1

Also the press (newspapers and magazines) was used to support the TV campaign.

An example of a print add that was used is shown here below with its translation in English.



Does also your detergent show this logo?

Then it must be one of the new concentrated detergents!

- Smaller packages
- One third less detergent for the same amount of washing
- Easy to carry, as well as more friendly to the environment

For example $9\text{kg} = 6\text{kg}$
Standard Concentrated

Konsantrematik - A New Generation of Washing Detergents

In addition to consumers, also stakeholders were involved. Building on the experience gained through the centrally coordinated PR campaign deployed by A.I.S.E. and its National Associations engaging the most relevant European and National authorities in the CEE region in the context of the *LSP-1* initiative, SDSD ran an information campaign about *LSP-TR* also towards GOs, as well as NGOs in the field of environment and consumer interest. Several GOs and NGOs showed strong support to the initiative and this helped in making it a success.

One of the major success story in this area has been the fact that the Turkish Environment and Forestry Ministry “adopted” this initiative under the name of “New Generation Laundry Detergents Project” and supported it by giving permission to use the Ministry’s logo on communication materials free, although this endorsement came too late to be used during the TV campaign.

Specific material was developed for this purpose and is shown here below.



Use the <i>Konsantrematik</i> product	Dose the amount of detergent on the base of the level of soil of the laundry
In one wash you save the equivalent of the cost of the electricity consumed by a 75W bulb in 1 hour!	Use the lowest recommended temperature
	Fill-up completely the Washing machine
	Protect the environment in 3 steps

All these external activities which have been run by SDSD and by the participating companies individually and they also contributed to raise the interest of some key retail Trade Chains in the country, which eventually joined the initiative with their Private Label brands.

Also in this area, A.I.S.E. had developed in the context of *LSP-1* some specific ad-hoc material to be used with the trade, always with the objective of attracting consumers’ attention to the new compacted products and their new dosage instructions. SDSD adapted this material to the Turkish environment and coordinated its use in Turkey.

As examples here below are a shelf talker:



For the same amount of laundry now less detergent!

Look for this logo!

For example: 9 kg Standard = 6 kg Concentrated

and a poster:



For the same amount of laundry
now less detergent!

logo!
Look for this

Konsantre Matik
A New Generation of Washing
Detergents!

For example: 9 kg Standard = 6 kg Concentrated

This extensive effort to communicate to consumers both directly and with the support of external stakeholders has been of paramount importance for the final success of this initiative.

3. Environmental achievements

3.1. Methodology and expected sustainability benefits

After the implementation of the “Code of Good Environmental Practice”, A.I.S.E. started to consider the idea of developing an LSP initiative, building on the scientific observations provided by the Life Cycle Analysis (LCA) that had been run at the time.

That study had identified the phases in which the main environmental impact of laundry detergents occurred, mainly the product formulation and the use phase. From those findings, it was clear that any reduction in consumption volumes and/or wash temperatures would reduce the impacts of production and transport energy, packaging, and solid waste – and therefore the overall environmental impacts.

In order to evaluate and assess the environmental positive potential of the *LSP-1* initiative, in 2005, before launching the project, A.I.S.E. commissioned an ISO compliant Life Cycle Assessment (LCA)⁸ in two representative countries, Poland and the Czech Republic.

For that study, the Project Team chose the product and packaging volumes in calendar year 2004 as the baseline against which to calculate those environmental savings. A.I.S.E. collected all the data per country from companies (in full confidentiality), with also the support of an independent data provider.

Similarly, also before the launch of the *LSP-TR* initiative, the Project Team decided to run an LCA study specifically focussing on the Turkish market⁹. In view of the fact that in Turkey there was a significant presence of both Phosphate containing and nil-P laundry detergents, the study covered both formulations alternatives. The life cycle was evaluated by means of a set of nine environmental indicators¹⁰.

The results of the study were positive and confirmed the findings from the previous studies. Looking at the entire life cycle, the results indicate that compaction in Turkey can decrease significantly (i.e. >5%) the impact for all environmental indicators but eutrophication both for phosphate and nil-phosphate detergents. Looking at the savings excluding the use stage (as the use stage is not affected by compaction) would lead to an even more beneficial picture for the compacted detergents. This is driven by the chemical savings (e.g., sulphate) achieved per wash, which in turn avoid energy and related emissions at their production stage, in the detergent manufacturing stage, on packaging and distribution. Importantly none of the environmental indicators assessed in the study showed a significant increase of environmental burden, thus it was demonstrated that there is no environmental downside to the compaction from an LCA perspective. This is true for both evaluations including and excluding the use phase.

In addition, the A.I.S.E.'s Technical Project Team readapted for *LSP-TR* the "Scientific dossier"¹¹ summary that had been prepared for *LSP-1* setting the stage for the project.

The various calculations showed that the planned initiative had the potential to save more than 250,000 tons of detergents over the two-plus-year lifetime of the project and would enable a decrease of ca. 2,000 tons in the use of packaging materials. In both cases, these numbers represented a 20 to 25% decrease vs. the actual usage levels.

As a measure of the success of the project, the project team also set a target to reach a conversion rate higher than 80% in "Market Value shares" and committed to draft a closeout report, after the conclusion of the project, to verify the actual environmental savings achieved through *LSP-TR* vs. the originally expected environmental savings.

In preparing the closeout report (this document) at the end of the project, all market shares, volumes and other data calculations were made using mainly publicly available information.

⁸ Re. the "*Comparative Life Cycle assessment of compacted with non-compacted heavy duty low suds detergent formulations in Poland and the Czech Republic*" study prepared by Procter & Gamble, Brussels Innovation Center, Central Product Safety – Environmental (Joost Dewaele, Rana Pant) and critically reviewed by Ecobilan – PricewaterhouseCoopers (Philippe Osset) and Gingko 21 (Hélène Teulon)

This study is available upon request at A.I.S.E.

⁹ Re the "*Comparative Life Cycle Assessment of compacted with non-compacted heavy duty powder detergent formulations in Turkey*" – Study prepared by Procter & Gamble Brussels Innovation Center Central Product Safety – Environmental (Gert Van Hoof, Joost Dewaele) – August 2008

This study is available upon request at A.I.S.E.

¹⁰ Energy, Photochemical smog, Ozone depletion, Climate change, Human toxicity, Eutrophication, Aquatic toxicity, Acidification, Solid waste

¹¹ See in Annex 2 the "*A.I.S.E. Laundry Sustainability Project for HDLS Powder detergents in Turkey*" - Scientific Dossier Summary

Where sensitive information was required from the participating companies, those data were provided to A.I.S.E. in accordance to specific guidelines using a standard form developed and adapted by A.I.S.E.'s Secretariat. A.I.S.E. then aggregated and "de-sensitized" this information before using, re-circulating and eventually publishing it. All these data were handled in full confidentiality.

3.2. Achievements

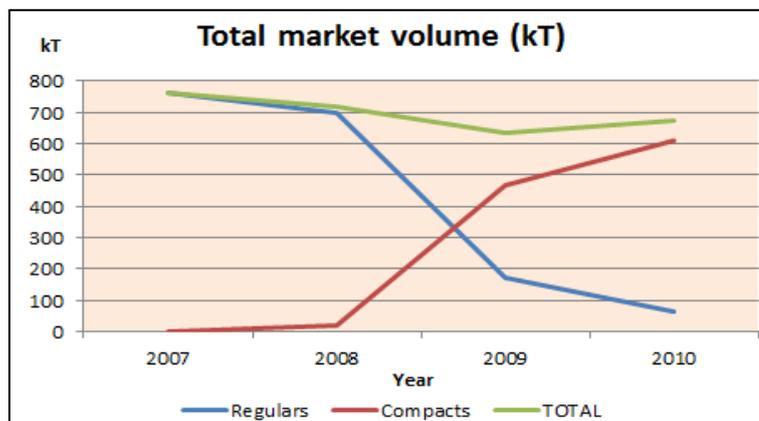
At the end of the project lifetime, all indicators met and even surpassed the positive achievements expected prior to the launch of the project.

The data received from the companies and from external independent sources confirmed that the conversion rate to "Konsantrematik" products reached in 2010 a level of 91% in market volume and 92% in market value terms.

The table and graph below show the evolution of the Low Suds laundry powder detergents' market in Turkey over the project lifetime. These data were calculated on the basis of all available State Statistical data, category break-out, import / export, local consumption.

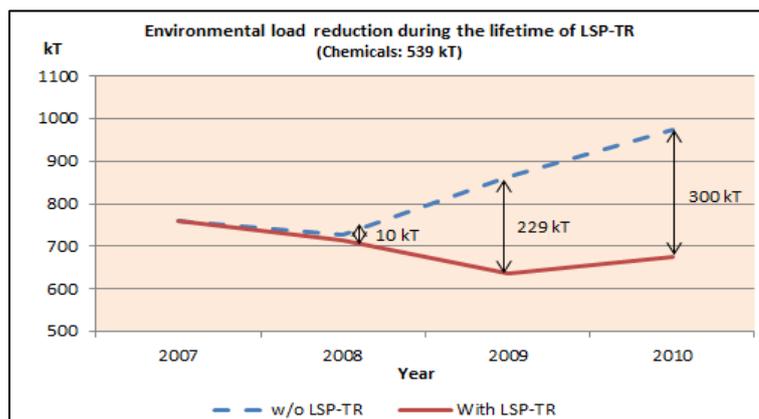
Total market evolution in Turkey (kT)
(2007- 2010)

	2007	2008	2009	2010
Regulars	761	696	171	64
Compacts	0	20	465	610
TOTAL	761	716	636	674



On the basis of these data and on the conservative assumption of a 33% compaction (which was the minimum companies committed to) we have calculated that the environmental load reduction generated by the LSP-TR initiative in Turkey over its lifetime period were as follows:

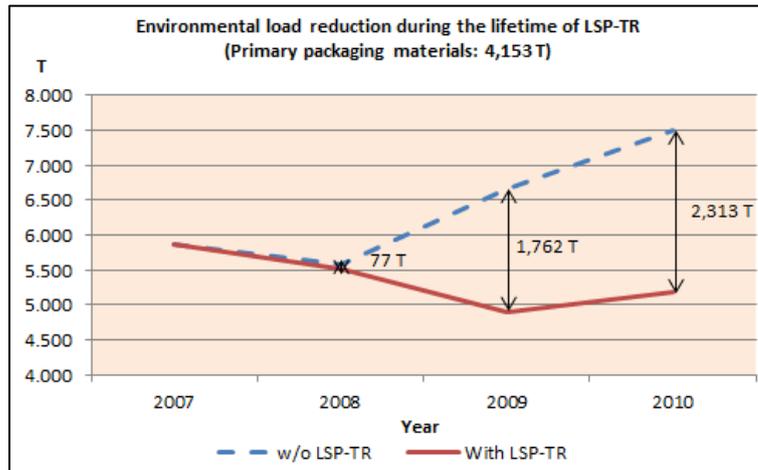
- more than 530,000 tons in terms of **chemicals**, which represents a more than 25% reduction on a going basis as visualized in the graph below:



This reduction in the use of chemicals can be translated both in terms of raw materials (resources) conservation and in a significant quantitative decrease of the chemical waste to be handled by the domestic sewage Wastewater Treatment Plants.

Also the energy consumption related to the production and the transportation of these quantities of raw materials has been eliminated with a positive impact on the CO₂ emissions.

- ca. 4,150 tons in terms of **primary packaging materials**¹². To note that several companies took the opportunity of the launch of the new more concentrated products to replace the cardboard outer-cases with stretched polyethylene film. This move resulted into more than doubling the reduction in the load of packaging materials that typically goes directly into domestic solid waste and eventually in landfill.



Also in this case, the reduction of the packaging materials lead to a reduction in the energy consumption related to the production and the transportation of these materials with a positive impact on the CO₂ emissions.

3.3. Additional benefits

Over the whole lifetime of the project, we have seen some important additional benefits in terms of environmental impact reductions related to the decrease in product and packaging materials consumption equalled

- The reduction in product and packaging materials translated into the avoidance of the transport of a “trucks’ convoy” of ca. 22,100 trucks stretching almost the distance back and forth from Istanbul to Karaköse via Ankara¹³.



¹² This is based on the assumption of 7.7 g of packaging materials per kg of powder detergent.

¹³ 1 truck load = 21 tons; length of a truck = 16 m; road space taken by a moving truck = (100 + 16) m

4. Conclusions

LSP-TR can be considered as a very positive step ahead in terms of sustainability.

If such an industry-wide initiative had not taken place, product consumption in Turkey would have been substantially higher, thus significant reductions in chemicals, packaging materials and energy would not have been achieved.

Looking at the historical laundry powder detergents market situation in Turkey, the data over the past years had shown a very important growth. Higher frequency of washing, larger penetration of washing machines, the switch from High Suds to Low Suds detergents were all factors leading to a continuous increase in the pro-capita consumption of Low Suds detergents.

It had to be expected that this growth of detergents' consumption would have continued also over the most recent years. In fact, this has not happened and we have seen on average a significant decrease. Although it is impossible to make a perfect correlation, we have every reason to believe that this was a direct consequence of the implementation of *LSP-TR*.

The overall results at the end of the life of *LSP-TR* show clearly that:

a. the Detergent Industry as a whole clearly understood and appreciated the sustainability value and potential of such an industry-wide initiative. The large majority of companies joined and supported the project and its harmonised communication campaign, thus making it possible for such campaign to reach a very large number of consumers,

and

b. consumers seem to have adapted their dosage habits to the new reduced levels, thus suggesting that they have understood the messages transmitted by the educational PR-campaigns and the benefits of compacted detergents.

Importantly, none of the companies participating to the *LSP-TR* initiative moved back to producing regular powder detergents during the lifetime of the project and up to the time of preparing this report, thus maintaining and expanding over the years to come these sustainability benefits.

Furthermore we are convinced that the *LSP-TR* initiative with its strong educational communication campaign has contributed to the rise in awareness and consciousness with regard to environment and sustainability among Turkish consumers. In addition, there is evidence that other categories, such as fabric softeners, followed the trend and started to shift to concentrated versions.

Finally, as we have seen in others regions, after the successful implementation of this first compaction step implemented in the context of the *LSP-TR* initiative, we can expect that it will likely be followed by future similar initiatives from the Turkish detergents' industry. These projects will continue to drive the evolution of detergents towards more and more sustainable formulae due to their increased compaction and concentration.

Worth noting that, encouraged by the successful implementation of the first Laundry Sustainability Project (*LSP-1*) and in parallel to this initiative in Turkey, A.I.S.E. has been deploying similar initiatives in and outside Europe:

- An *LSP-2* initiative continued to expand the concept of compaction for household laundry granular detergents in the EU 27 + 4 region. It opened for companies' commitment on 01 January 2009 and lasted until 31 March 2012;
- An *LSP-L* initiative for Heavy Duty Liquid laundry detergents opened to companies' commitment on 1 July 2009 in the EU + 4 region. The project lasted until 30 June 2011;
- The *LSP-MENA* initiative, still underway in the Middle East & North Africa, is also focussing on the concept of compaction for household laundry granular detergents. It has been launched on 01 May 2009 and will last until 31 December 2012;

- The *PREP-P3* initiative was launched on July 1, 2012 in the EU + 4 region and in addition in Croatia and Moldova with the aim to continue to expand the concept of compaction for household laundry granular detergents. This initiative will last until June 30, 2014;
- The *PREP-FC*¹⁴ initiative was launched on July 1, 2012 in the EU + 4 region with the aim to expand the concept of compaction for household liquid fabric conditioners, thus for the first time expanding the concept and the principle of concentration to a new product category. This initiative will last until June 30, 2014;
- A *PREP-P-WB* initiative is also underway in the West Balkans region since August 1, 2012 for household laundry granular detergents;
- And finally there is an *LSP/PREP* type initiative for Eastern Europe and the Caucasian & Central Asian Republics which is currently under discussion.

¹⁴ In order to avoid any confusion in light of the relation of the *LSP* initiatives with the *Charter* and retain the concept of “sustainability” solely for the *Charter*, it was decided to replace the definition of “*Laundry Sustainability Projects*” (*LSPs*) with the new definition of “*Product Resource Efficiency Projects*” with “*PREP*” as the acronym. In the case of the *PREP-P3* initiative, the last “*P*” stands for “powders” and the “*3*” is a reminder that this is the third project of this kind for this product category in Europe.

5. Annexes

5.1. Annex 1

**A.I.S.E. Laundry Sustainability Project for Heavy Duty Low Suds
Laundry Powder Detergents in Turkey**
(LSP-TR)

“Project Description” Document



PROJECT DESCRIPTION

S.D.S.D. / A.I.S.E. “Laundry Sustainability Project” in Turkey (LSP-TR)

This document provides the details of a new Sustainability initiative launched by S.D.S.D. (Sabun ve Deterjan Sanayicileri Derneği) in Turkey, with the support of A.I.S.E. (the International Association for Soaps, Detergents and Maintenance products), and which specifically addresses heavy duty detergents¹⁵ used for domestic laundry.

This project is promoted by A.I.S.E. and will be implemented under the leadership of S.D.S.D. In order to achieve success, S.D.S.D. and A.I.S.E. will provide appropriate levels of resources (both centrally and in Turkey).

Introduction

Sustainable Development was defined by the Brundtland report¹⁶ as “*Development that meets the needs of the present are met without compromising the ability of future generations to meet their own needs*” and was translated by the UK Government¹⁷ into the more understandable concept that “*it is about ensuring a better quality of life for everyone now and for generations to come*”. Importantly, Sustainable Development comprises three balanced pillars: economic development, social responsibility and environmental protection.

Since its foundation in 1952, A.I.S.E. and its members (including S.D.S.D.) have been committed to act responsibly in a consumer-oriented way – taking into account all elements of Sustainable Development.

A.I.S.E. has always been proactive in engaging in constructive and continuous dialogue with the EU stakeholders and in the Member States at local Government and NGO level via the network of National Associations to ensure that Industry’s longstanding and extensive know-how and expertise is heard in the development of technical regulation.

In the recent past, A.I.S.E. has extended this dialogue process with key stakeholders into a much broader range of activities concerning both sustainable production and sustainable consumption.

Examples of this A.I.S.E. approach are given in appendix 1. These initiatives have been covering a broad span of objectives, for instance, including and combining significant improvements of the environmental profile and the sustainable consumption of laundry detergents.

¹⁵ As defined in Annex VIII B of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents

¹⁶ [Our common Future](#) (World Commission on Environment and Development – 1987 – Oxford University Press – Oxford, U.K.)

¹⁷ [Opportunities for Change](#) (UK Department of the Environment Transport and the Regions (DETR), 1998)

The new S.D.S.D. / A.I.S.E. “Laundry Sustainability Project” in Turkey – (LSP-TR)

S.D.S.D., with the support of A.I.S.E., is now launching in Turkey another important initiative in the spirit of concrete action for a continual progress in terms of sustainable development: the S.D.S.D. / A.I.S.E. **“Laundry Sustainability Project”** – (LSP-TR).

Continuing to build on the “Code of Good Environmental Practice” and energized by the successful implementation of the first A.I.S.E. “Laundry Sustainability Project” initiative in several other European countries, S.D.S.D. and A.I.S.E. recognise that there is an opportunity to continue to extend the sustainability benefits of such type of initiatives. Therefore, they decided that it would be appropriate to expand into Turkey the key elements of the first A.I.S.E. “Laundry Sustainability Project” as another move towards a more sustainable future.

The objective of this *LSP-TR* is to deliver significant benefits concerning the aspects of sustainability in the field of heavy-duty laundry detergents for domestic use in Turkey.

More specifically *LSP-TR* wants to provide:

- In the field of sustainable production, a reduction of the environmental impact of the laundry detergent sector in Turkey by promoting and encouraging the reduction of chemicals, packaging and energy used in product making, delivery and use, thus contributing to sustainability targets such as CO₂ emissions.
- In the field of sustainable consumption, an encouragement to consumers to modify further the way they use products, through a harmonised consumer communications campaign. This will provide consumers with important information on how to reduce product and energy usage and thus also costs whilst maintaining the cleanliness delivered.

Ultimately, this will continue to strengthen the reputation of the detergent industry represented by S.D.S.D. and A.I.S.E. as a proactive and trusted partner for Governmental Institutions, NGOs and civil society in supporting sustainable development.

Scope

This *LSP-TR* initiative is aimed at all regular heavy-duty low suds powder detergents (regular HDLS powders) used for domestic laundry, placed on the market in Turkey.

Criteria of participation

The project is open to companies manufacturing and/or placing on the market in Turkey HDLS detergents as defined in the “Scope”, which includes, if all the other conditions applicable are met:

- S.D.S.D. members and non-members;
- companies active in that market, independently of their size;
- manufacturers, distributors, and importers where applicable (the project also addresses branded products and private labels);
- companies established within and outside of the geographical scope.

Timing

The *LSP-TR* initiative will be launched on 1st October 2008 and is intended to last for a two year period, until 30st September 2010. This is to allow sufficient time for companies that wish to participate to adapt. Companies will be able to join during the whole lifetime of the project and will be allowed to use the Logo (see below and Appendix 2) for an additional year (until 30st September 2011– for exhaustion of stocks only) if they wish so, provided they comply with all principles of such project.

A period of two years is judged appropriate to allow companies, which are keen to join the project to do so and participate in it. This should allow for companies to make the necessary technical adaptation.

The additional 12-month period may serve for exhaustion of potential stocks, thus avoiding any unnecessary throw away of finished product and/or packing materials, which would represent a burden both economically and importantly for the environment.

Companies' Commitment

Each Company adhering to the LSP-TR initiative will commit to take concrete specific steps towards achieving the objectives of the project.

In particular, companies participating in this initiative will commit to:

- **Develop and place on the market optimized formulations that will enable consumers to achieve at lower recommended dosages end-results equivalent to before.**

Specifically, companies will have to commit to reduce the recommended dosage for a standard washing machine load¹⁸

- by a minimum of 33% (in weight) and
- by a minimum of 25% (in volume)

Both these targets to be judged against a baseline of the dosage declaration made in January 2008.

This will allow striking the right balance between a significant increase in compaction and the largest possible access to the project. It is therefore expected that the required thresholds can be reached with conventional technologies, thus not representing a barrier to entry into the project for any company (including SMEs) who wishes to join the project. In any case, A.I.S.E. will make available Guidelines to compaction or even expert's advice if necessary.

- **Communicate clearly to consumers how best to achieve the intended sustainability improvements by encouraging the correct use of the new products.**

S.D.S.D. has adapted the consumer communication package developed by A.I.S.E., including harmonised, non-branded material, which aims to raise awareness among consumers about the benefits of using products that are more compacted.

Communication to consumers will focus on educating consumers to compaction and correct dosage.

All the above steps should be implemented by companies in parallel to ensuring that detergents placed on the market are safe for man and the environment using risk assessment.

By signing-in to the project, a company will commit to achieve the above sustainability objectives on all its regular heavy-duty low suds powder detergents (regular HDLS powders) (and their "variants") placed on the market in Turkey.

Any company who commits to achieve the above sustainability objectives on all its low suds household laundry powder brands and variants in Turkey shall provide a written declaration to S.D.S.D. In return, the company will be licensed by S.D.S.D. to the use in Turkey of a distinctive logo, (to be registered by A.I.S.E. and licensed to S.D.S.D.), enabling the company to place the logo on packs, scoops, advertising and promotional material within a defined framework.

All this will also help consumers and the trade companies to better recognize those new detergents that contribute to a sustainable development in the detergent area.

A license agreement has been prepared accordingly, where-under S.D.S.D. will grant to the company the right to use the *Logo* in Turkey and in its Corporate Communication Materials (See provisions 1.4, 1.5 and 2.1 of the License Agreement).

This agreement is conditional upon the company complying with the requirements of the LSP-TR during the entire term of this Agreement" (See provision 2.2 of the License Agreement).

¹⁸ [As defined in Annex VII of the Regulation \(EC\) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents](#)

Internal promotion and communication with stakeholders

S.D.S.D. will be responsible for the promotion of this scheme to the whole of the industry, both members and non-members of S.D.S.D.

In addition, S.D.S.D. with the support of A.I.S.E. on behalf of the Industry will undertake to interact with and explain to Governments, NGOs and consumers the background to the project and its benefits (See provisions 3.2 and 3.3 of the License Agreement). This will be done via ad-hoc meetings and PR campaigns.

Financing the initiative

S.D.S.D. will establish a separate dedicated budget to support all central expenses (to be reimbursed to A.I.S.E.) and all local expenses related to the communication events, related to this project.

This budget will be financed by all participating companies on the basis of a split based on the average of their "*share of voice*" and "*value market shares*" during calendar years 2004/2005/2006 in Turkey. All "*market shares*" and "*share of voice*" will be based on historical data collected by an independent third party (i.e. a specialised agency) and made available to the project management only for confidentiality reasons. Specific details on the contributions will be part of the licensing agreements.

Quantification of the Benefits

The LSP-TR initiative has the potential for delivering environmental benefits as well as enabling consumers to obtain the same performance for less chemicals and cost in terms of energy usage. As the execution of this project is expected to follow the model established in previous similar projects, we can expect a significant saving in chemicals and packaging in line with what was achieved in the original "Code" project.

A system of auditing and measuring progress will be put into place, based on the collection of individual company data (in full confidentiality) comparing the status quo at the end of the project versus the situations in the market on 1st January 2008. S.D.S.D. and A.I.S.E. undertake to publish a closeout report at the end of the project, (1st September 2011) which it will make available to all stakeholders. This report will present the results obtained through this project.

Signed by:

Ahmet Pura
S.D.S.D. President

Vuranel C. Okay
S.D.S.D. Director-General

Hans J. Bender
A.I.S.E. President

Susanne Zänker
A.I.S.E. Director-General

Examples of the A.I.S.E. initiatives in the field of Sustainable Development

- In the late 1980s, A.I.S.E. promoted a novel ingredient labelling approach in partnership with the EU Commission, which resulted in a Commission Recommendation (CEE 89/542).
- In January 1997, A.I.S.E. adopted its “Code of Good Environmental Practice” (“Code”) for Household Laundry Detergents in the then 15 EU + Iceland, Liechtenstein, Norway and Switzerland. This program was endorsed by the EU Commission through a Recommendation (98/480/EC) published on July 22, 1998. The “Code” was a voluntary initiative designed to promote more sustainable consumption of laundry detergents. The “Code” established targets for reductions in per capita consumption of laundry detergents, packaging and poorly biodegradable organic ingredients (all by 10% over a five year period) and a reduction of the energy per wash (thus washing temperature) by 5%. These targets were established based upon the findings of a peered-reviewed LCA¹⁹ of the overall laundry-washing process.

Companies who committed to the “Code” undertook to apply human and environmental risk assessment methodology to the design and production of their products and to strive to design products to contribute to a reduction in consumption. Furthermore, companies undertook to communicate standard information to consumers on how best to use products through the “Washright[®]” instructions, in order to educate consumers towards more sustainable consumption.

Progress towards achieving reductions in consumption of raw materials, packaging and wash temperature was delivered through progressive compaction of products, coupled with a strong communication campaign.

The fact that detergents that are more concentrated have a better environmental profile has been proved by several LCA studies conducted over the years^{20,21,22}. Based upon this, the majority of the Detergent manufacturers in Western Europe have progressively compacted their laundry granules over the last 7 years since more “compacted” formulae allow consumers to achieve the same cleaning performance at lower weight and volume recommended dosages, provided consumers use the product as recommended.

In parallel, A.I.S.E. developed a very strong consumer communication campaign in order to engage the public in applying the most appropriate “best use practices” when using laundry detergents. The so-called “Washright[®]” campaign was deployed by Companies, committed to the “Code” using the most relevant media: TV, radio, press, Internet and was augmented through the activities of A.I.S.E.’s National Associations. A dedicated www.washright.com website was designed by A.I.S.E. and publicized successfully.

The “Code” program came to an official end in 2001. A final report²³ summarizing the results was prepared by IBM, as an independent auditor and shared with the EU Commission and all other relevant stakeholders. A.I.S.E. provided additional perspective on these with an accompanying report²⁴ that was also shared widely. It was estimated that over the “Code” lifetime, 250,000 tonnes of detergents and 13,000 tonnes of packaging were saved in the concerned region with an obvious positive effect on the environment.

¹⁹ [Rationale and Technical Appendices on the A.I.S.E. Code of Good Environmental Practice](#) (A.I.S.E. - Nov. 1997)

²⁰ [The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part I: Environmental Risk Assessment](#) (Saouter E; Van Hoof G; Pittinger CA; Feijtel TCJ) - International Journal of Life Cycle Assessment - 2001; pages from/to: 363-372

²¹ [The Effect of Compact Formulations on the Environmental Profile of Northern European Granular Laundry Detergents - Part II: Life Cycle Assessment](#) (Saouter E; Van Hoof G; Feijtel TCJ; Owens JW) - International Journal of Life Cycle Assessment - 2002; pages from/to: 27-38

²² [A Database for the Life-cycle Assessment of Procter & Gamble Laundry Detergents](#) (Saouter E; Van Hoof G) - International Journal of Life Cycle Assessment - 2002; pages from/to: 103-114

²³ [A.I.S.E. Code of Good Environmental Practice: Final Report to the European Commission 1996-2001](#) (IBM Global Services - 2002)

²⁴ [Implementation of the A.I.S.E. Code of Good Environmental Practice for household laundry detergents in Europe - A.I.S.E. 1996/2001 Final Report](#) (A.I.S.E. - Jan. 2003)

- In 2004, A.I.S.E. developed another initiative, the “Charter for Sustainable Cleaning” that was introduced officially on December 1, 2004 and since then has spread across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland.). By now close to 50 companies, either manufacturers of detergents or distributors have subscribed to the Charter and A.I.S.E. has already published two official “Sustainability Reports” presenting the progress made so far. Further information on this project can be found in the dedicated website www.sustainable-cleaning.com.
- In 2006, A.I.S.E. launched its first “Laundry Sustainability Project” (LSP 1) as a direct follow-up of the “Code of Good Environmental Practice” and its associated Washright campaign. The LSP 1 initiative was particularly beneficial to the CEE countries where the “Code” had originally not been implemented and hence laundry detergents were still relatively diluted. The objective of this project - which ended in December 2007²⁵ - has been to continue to deliver significant benefits concerning the aspects of sustainability in the field of laundry detergents for domestic use, as set out in a scientific dossier²⁶ already prepared by A.I.S.E.
- In June 2006, A.I.S.E. launched the “Save Energy and Water Project” which is focused on domestic automatic dishwashing detergents and aims primarily at modifying consumer behaviour. The aim of the project is to encourage consumers to use the “auto”, “55°C” or “50°C” wash cycles in order to save energy and water – and to make this an habit, thus achieving among other benefits also a reduction in CO2 emissions that contribute to climate change. This project became in 2006 a “partner” project to the European Commission’s Sustainable Energy Europe campaign. More details on this project can be found in the dedicated website www.saveenergyandwater.com.

²⁵ In fact the project was prolonged until Dec. 31, 2009 in a limited number of non-EU countries in the original region to maximize the possibilities to reach the originally envisaged sustainability benefits.

²⁶ [The A.I.S.E. Laundry Sustainability Project – Scientific Dossier](#) (A.I.S.E. – Nov. 2005)

Logo for LSP-TR



The Company's Sustainability message

An example of the Logo for Turkey showing an example of a sustainability message



5.2. Annex 2

**A.I.S.E. Laundry Sustainability Project for Heavy Duty Low Suds
Laundry Powder Detergents in Turkey
(LSP-TR)**

Scientific dossier summary



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

Sept. 1, 2008

“A.I.S.E. Laundry Sustainability Project”
for HDLS powder detergents in Turkey

On the basis of the various Life Cycle Assessments (LCA) that the Industry has conducted over the years and in particular of the one which was run in the context of the A.I.S.E. “Code of Good Environmental Practice”, it has been found that the most relevant measurable indicators are:

- the amount of detergent used (by weight) per wash
- the packaging used (by weight) per wash
- the energy used per wash.

If those are reduced over time, this demonstrates that the sustainability of the Laundry process (including the products involved) is improved.

A main driver for all indicators is the design measure per wash (ie what is foreseen for a wash cycle).

The new Laundry Sustainability Project for HDLS powder detergents in Turkey (*LSP-TR*) requires that joining companies reduce by at least 33% one of these design measures – namely the weight of detergent recommended per wash –versus the January 2008 baseline. Also, the corresponding detergent volume recommended per wash must be decreased by at least 25% versus the same baseline.

This will directly reduce the amount of detergent used per capita, and indirectly reduce two other indicators (packaging used per capita and energy used per wash related to the production and the transport of detergent), compared with a “business as usual” scenario where the amount of detergent used per wash is not reduced.

By reducing these indicators, the Laundry Sustainability Project demonstrates its sustainability credentials.

The reductions per wash in the design measures are predicted to be as follows:

- reduction in detergent use (requirement) 33% by weight
- reduction in packaging weight (including transport packaging) 10-20%
- reduction in energy use in detergent and packaging production & distribution 15-20%

As a side consideration it is worth noting that with regard to energy the largest impact would be achieved by reducing the temperature of the wash-cycles. This is fully in control of the individual consumer and is not addressed directly by *LSP* type initiatives. Nevertheless, we can expect that in the context of *LSP-TR* also a message towards using lower temperature cycles will be included in the communication campaign.

Also the recent (Aug. 2008) screening LCA, considering powder compaction/concentration by 33% (by weight) in Turkey, provides a cross check that the work done at the start of the Code is still valid today.

Powder compaction/concentration by 33% is therefore in itself a demonstrably sustainable step.

In addition to the check on the actual achievements in terms of environmental impact reductions for chemicals, packaging materials and energy that will be measured at the end of the project, another indicator for success of the project will be the market value share of the low suds powder market, which converts to the 33% compacted/concentrated form.

Market value (rather than tons) is chosen because it represents more closely the number of washes being sold - e.g. 3kg costing X and giving Y washes now, moves to 2kg costing X' and giving Y washes when compacted/concentrated. The data can be extracted from market tracking data (e.g. Euromonitor), collated by A.I.S.E.

It is expected that at least 80% of the market in Turkey will convert during the measured lifespan of the project (1 October 2008 to 30 September 2011).

5.3. Annex 3

**A.I.S.E. Laundry Sustainability Project for Heavy Duty Low Suds
Laundry Powder Detergents in Turkey**
(LSP-TR)

“TV copy” scripts

SDSD TV Copy Script - 15''

<ul style="list-style-type: none">- Yeni trend şimdi Türkiye'de- Çamaşır deterjanları artık konsantre hale geliyor- Örneğin, şu anki 9 kg, 6 kg konsantre deterjan oluyor- Artık, aynı miktarda çamaşır için daha az deterjan- Konsantrematik	<ul style="list-style-type: none">- New trend is now in Turkey- Laundry detergents are becoming concentrated- For example, current 9kg will be 6 kg concentrated detergent- Now, less detergents for same amount of laundry- KonsantreMatik
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SDSD TV Copy Script - 30''

<ul style="list-style-type: none">- Size yeni bir haberimiz var!- Dünyadaki yeni trend şimdi Türkiye'de- Çamaşır deterjanları artık konsantre hale geliyor- Örneğin, şu anki 9 kg, 6 kg konsantre deterjan oluyor- Artık, daha az deterjanla aynı miktarda çamaşır yıkayabileceksiniz- Hem taşınması kolay; hem de çevreye daha duyarlı- Bu logoyu, konsantre deterjanlar üzerinde arayın- Konsantrematik, yeni nesil çamaşır deterjanları!	<ul style="list-style-type: none">- We have news for you!- New trend in the world, is now in Turkey- Laundry detergents are becoming concentrated- For example, current 9kg will be 6kg concentrated detergent- Now, with less detergents you will be able to wash same amount of laundry- Easier to carry and cares for environment- Search for this logo on concentrated detergents- Konsantrematik, new generation detergents!
--	--