



PROJECT DESCRIPTION

A.I.S.E. Laundry Sustainability Project **for Heavy Duty Liquids** **(LSP-L)**

This document provides the details of a new Sustainability initiative launched by A.I.S.E. (the International Association for Soaps, Detergents and Maintenance Products), specifically addressed at liquid heavy duty detergents¹ used for household laundry in Europe i.e. in the EU 27 + Iceland, Liechtenstein, Norway and Switzerland.

This project is promoted by A.I.S.E. and will be implemented with the support of its local National Associations in the countries of the above region.

1. Introduction

Sustainable Development was defined by the Brundtland report² as “*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*” and was translated by the UK Government³ 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 the balance of the three pillars: Economic Development, Social Responsibility and Environmental Protection.

Since its foundation in 1952, A.I.S.E. and its members 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 Industry 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, including and combining significant improvements especially of the environmental profile and the sustainable consumption of laundry detergents.

¹ As defined in Annex VIII of the [EU Regulation \(EC\) No 648/2004](#) of the European Parliament and of the Council of 31 March 2004 on detergents.

² [Our common Future](#) (World Commission on Environment and Development – 1987 – Oxford University Press – Oxford, U.K.)

³ [Opportunities for Change](#) (UK Department of the Environment Transport and the Regions (DETR), 1998)

2. The A.I.S.E. “Laundry Sustainability Project for HD Liquids” – (LSP-L)

A.I.S.E. together with its National Industry Associations members is now launching in Europe another important initiative in the spirit of concrete action for a continual progress in terms of sustainable development in the field of laundry detergents: the A.I.S.E. “**Laundry Sustainability Project for HD Liquids**” – (LSP-L).

Continuing to build on the first ever A.I.S.E. Sustainability initiative (the “*Code of Good Environmental Practice*”) and energized by the successful implementation of several “*Laundry Sustainability Projects*”, A.I.S.E. recognises that there is an opportunity to continue to extend the sustainability benefits of such type of initiatives. Therefore it decided that it would be appropriate to take another step towards a more sustainable future by launching a new voluntary industry initiative in an area (HD Liquid laundry detergents) with great relevance to the consumers. The objective of LSP-L is to continue to deliver significant benefits concerning the aspects of sustainability in the field of the household laundry process.

More specifically LSP-L wants to provide:

- In the field of sustainable production, a reduction of the environmental impact of the laundry detergent sector across the whole of Europe 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 optimize further the way they use products, through harmonised on-pack consumer communications and an accompanying PR-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.

A.I.S.E. together with the National Industry Associations in the relevant countries will undertake significant action to inform and guide consumers about compacted products and new dosages (See point 7.b).

The LSP-L initiative has been developed based on the conviction and the experience⁴ that only an Industry Association-led initiative could make consumers’ habits switch to more sustainable patterns in the field of household laundry liquid detergents. This is because such an approach can build on and benefit from a coordinated communication campaign that can only be possible in such a context.

Concentrated liquid detergents, introduced to consumers at the end of the 80’s, have not enjoyed the same success as ongoing non-concentrated versions in Europe. Individual company initiatives were clearly not sufficient to promote this type of laundry detergent. An Industry Association-led initiative is indispensable to move this forward.

Furthermore this initiative will ultimately continue to strengthen the reputation of the detergent industry represented by A.I.S.E. and its National Industry Associations as a proactive and trusted partner for authorities and civil society in supporting sustainable development.

⁴ Other LSP initiatives in the field of powder household laundry detergents have had encouraging results in the field of laundry powder detergents. Appendix 1 provides more details on these initiatives that have been run over the years in Europe by A.I.S.E. with the support and cooperation of the National Industry Associations in the individual countries. In fact some of those initiatives are still underway.

3. Product Scope

The *LSP-L* initiative is aimed at all Heavy Duty⁵ Low Suds (HDLS) liquid⁶ detergents used for household laundry.

The following product executions are, inter alia, included in the scope of this project:

1. HDLS liquid detergents sold in traditional containers (e.g. bottles).
2. HDLS liquid detergents sold in “mono-doses”.
3. HDLS liquid detergents which are sold solely in large containers to be used exclusively by retailers for selling product to consumers in refillable bottles.
4. HDLS liquid detergents for the I&I (Industrial & Institutional) sector which are sold in C&C (Cash & Carry) markets and thus are easily available to consumers (even in the case they are sold in large sizes).

4. Geographical Scope

The *LSP-L* initiative will run in the following countries: EU 27 + Iceland, Liechtenstein, Norway and Switzerland.

5. Criteria of participation

The project addresses both branded products and private labels. It is open to companies manufacturing and/or placing on the market within the defined geographical scope laundry liquid detergents which includes, if all the other applicable conditions are met:

- companies active in the markets within the geographical scope, independently of their size;
- members and non-members of A.I.S.E.;
- members and non-members of the National Industry Associations of the countries within the geographical scope;
- manufacturers, distributors, and importers where applicable;
- companies established within and/or outside of the geographical scope;

6. Timing

The *LSP-L* initiative will be “**opened**” officially on **July 1, 2009**. This will also be the “Sign-off” starting date as of which companies will be allowed to sign a “*Commitment Letter*” on a confidential basis with A.I.S.E.

The project will then be “**activated**” one year later on **July 1, 2010**. Companies will **not** be allowed to start using the A.I.S.E. on-pack communications materials on their products before that day (as specified in the “*Commitment Letter*”). This 12 month delay between the “Sign-off” starting date and the beginning of the “*activation*” is deemed appropriate to allow companies, which are keen to join the project, to adapt both technically and commercially and is intended to enable them to get ready with the new formulations and the new packaging materials (e.g., new bottles, new labels).

⁵ A so called “Heavy Duty” detergent is one which is meant to wash “normal” laundry as opposed to those detergents for delicate fabrics. According to the already mentioned Annex VIIB of the EU Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents, “a detergent shall be considered to be a heavy-duty detergent unless the claims of the manufacturer predominantly promote fabric care i.e. low temperature wash, delicate fibres and colours.”

The classification of a detergent in one or in the other category is normally made by the manufacturer and can be clearly identified from the way the legally required “number of standard washes” is calculated. In fact the same annex states:

“The packaging of detergents sold to the general public intended to be used as laundry detergents shall bear the following information:

- For heavy-duty detergents, the number of standard washing machine loads of ‘normally soiled’ fabrics, and, for detergents for delicate fabrics, the number of standard washing machine loads of lightly-soiled fabrics, that can be washed with the contents of the package using water of medium hardness (...).”

⁶ A liquid detergent is an aqueous or non-aqueous fluid (where molecules can move freely among themselves) or a colloidal solution/dispersion (gel or any other non solid/gas form) with suspended particles, meant to wash household laundry.

The project is intended to last until June 30, 2011 and companies will be able to join during the whole lifetime of the project.

7. Companies' Commitment

Each Company adhering to the *LSP-L* 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:

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

More specifically, companies will ensure that **all** their HDLS household laundry liquid detergents in a given country have recommended dosages which are **not greater than 75ml/wash** for a standard washing machine load⁷ of "normally soiled" fabrics to be washed using water of medium hardness.

In practical terms this would represent a significant reduction in the recommended dosages in weight and in volume versus the most common situation for this type of detergents that exists on Jan. 1, 2009. In fact an initial LCA shows that this minimum level to reach will allow significant environmental benefits.

Appendix 2 provides a brief summary of this initial LCA and presents an overview of the potential benefits in terms of savings of ingredients, packaging materials and transport.

It must be noted that companies are free to decide in which countries they want to participate to the initiative and in which they may choose to stay out.

The above requirement will allow striking the right balance between a significant increase in concentration and the largest possible access to the project. In fact it is expected that this requirement can be reached with conventional technologies, thus not representing a technical barrier to entry into the project for any company (including SMEs) who wishes to join the project.

7.b. Optimize the usage of packaging materials.

Participating companies will continue to strive to optimize the usage of packaging materials. As the new formulations entail a reduced volume per wash, companies will commit to a reduction of packaging materials, remaining at least overall in line with current filling levels.

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

A.I.S.E. will develop a template for a consumer communication package, including harmonised, non-branded material which aims to raise awareness among consumers about the benefits of using more concentrated products. Communication to consumers will focus on educating consumers to use more concentrated products and to apply the correct dosage. This material will be available in due time before the start of the activation period.

The requirements for consumer communication for *LSP-L* are essentially related to on-pack activities. The objective of such communications is to provide a uniform approach to consumer information regarding the compaction of the product.

⁷ 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.

Importantly this communication aims to ensure that consumers have the information needed to dose correctly and are aware of the right consumer behaviours to follow in order to maximize the sustainability benefits. In order for this to be achieved, companies are strongly urged to include two on-pack elements:

1. A “front label” patch (see appendix 3a)
2. A “back label” patch to be added to the products’ dosing table (see appendix 3b)

Companies committing to the scheme should adhere to the guidelines for such communication related to products, which are provided in the appendices 3a to 3e.

Importantly companies participating into LSP-L are particularly encouraged to (continue to) use the A.I.S.E. “*Washright*®” Panel (see appendix 3d).

The A.I.S.E. “*Washright*®” Panel is a pillar of A.I.S.E. sustainability commitment and it clarifies further how consumers should do their laundry in order to reduce water and energy use, saving money and CO₂ emissions.

All the above steps should be implemented by companies whilst ensuring that detergents placed on the market are safe for man and the environment.

By signing-in to the project, a company will commit to achieve the above sustainability objectives on all its HDLS household laundry liquid detergents brands in one or more of the countries of the geographical scope as defined above.

In case a company participating into *LSP-L* has already implemented some reformulations of its HDLS household laundry liquid detergents prior to the launch of this project bringing them to be already complying with the requirements set in the above paragraphs, it can (but is not compelled to) use the appropriate communication elements shown in the appendices, but not earlier than the “*activation*” date (July 1, 2010).

In case a company participating into *LSP-L* introduces a new product during the lifetime of the project, the commitment should be to have also for these new products recommended dosages which are not greater than 75ml/wash for a standard washing machine load of “normally soiled” fabrics to be washed using water of medium hardness. Also for these new products the company can use the appropriate communication elements shown in the appendices, but not earlier than the “*activation*” date (July 1, 2010).

In order to join the project, companies shall sign a “*Commitment Letter*” that will be provided by A.I.S.E. In turn A.I.S.E. will provide the communication material to be used on the packs. The on-pack communication material can only be used by companies (including for their products on shelves) once they have committed to the project by signing the “*Commitment Letter*”. Once the “*Commitment Letter*” is signed, such on-pack communication material cannot appear on products on shelves before the “*activation*” date (July 1, 2010).

8. Internal promotion and communication with stakeholders

A.I.S.E. and its National Associations will be responsible for the promotion of this initiative to the whole of the industry, both members and non-members of A.I.S.E.

In addition, National Associations (with the support of A.I.S.E., as appropriate) will interact with National bodies, Governments, NGOs and consumers to present and explain the background of the project and its benefits. This will be done via ad-hoc communication programs to be run centrally and locally, including national PR campaigns and harmonised, non-branded on-pack communication which will aim to engage consumers and attempt to persuade them of the benefits of modifying behaviour.

These activities will be led by the associations and specifics and timings for such campaigns will be decided both at A.I.S.E. and in the various National Associations.

Preliminary contact with authorities at national level by the National Associations is however encouraged to take place as early as possible.

9. Financing the initiative

A.I.S.E. will establish a separate dedicated budget to support all central expenses related to this project. In parallel, National Associations will also establish local budgets to cover local expenses related to the communication events.

The budget contribution of each participating company for both central and local expenses is based on its estimated “*Value Market Share*” (VMS) of the HDLS household laundry liquid detergents’ market during year 2008 in the whole project region (for the central budget) and on a country by country basis (for local budgets).

The final repartition is determined based on the final group of companies joining the *LSP-L* initiative in any given country.

- **Central contributions** (*to be paid to A.I.S.E.*): all companies joining the project contribute to the central costs according to their “regional share” of the HDLS household laundry liquid detergents’ market during year 2008 (their national VMS, weighted by Market Size).

Companies with a “regional share” in 2008 below 1.0% contribute to the central costs with a flat fee of 1,000 euro.

All estimated VMS will be based on historical data collected by an independent third party (e.g. ACNielsen) and will be made available, for confidentiality reasons, only to the A.I.S.E. project management.

The “Region” is defined as the whole group of countries indicated in the geographical scope of the *LSP-L* initiative (EU 27 + Iceland, Liechtenstein, Norway and Switzerland).

- **Local contributions** (*to be paid in each country to the local National Association*): all companies with a national value share in 2008 above 1.0% contribute to the local expenses, according to their national share of the HDLS household laundry liquid detergents’ market during year 2008 (their VMS within a given country).

Specific details on the contributions are shown in appendix 4 and will be part of the “*Commitment Letter*”.

10. Quantification of the Benefits

The *LSP-L* initiative has the potential for delivering environmental benefits as well as enabling consumers to obtain the same performance for less raw materials and cost in terms of energy usage. As the execution of this project is expected to follow the model established in previous similar projects, A.I.S.E can expect a significant saving in raw materials and packaging in line with what was achieved before.

A system of auditing and measuring progress will be put into place possibly with the use of some external certification process, based on the collection of individual company data (in full confidentiality) and their consolidation in order to allow to compare the status quo at the end of the project versus the situations in the market on Jan. 1, 2009. The data will normally be extracted from market tracking data already provided (e.g., by ACNielsen), and collected by A.I.S.E. Companies participating into *LSP-L* will commit to cooperate with this process.

The indicator for success of the project will be the increase in the total share of the concentrated HDLS liquid detergents market which complies with the new reduced dosages. The measure will be on a country-by-country basis, for those countries having a significant number of their producers joining the project.

A.I.S.E. undertakes to publish a close-out report at the end of the project, (mid 2012) which it will make available to all stakeholders. This report will present the results obtained through this project.

11. The Plan

In order to achieve success, A.I.S.E. will provide appropriate levels of resources (both centrally and in the various countries through the local National Associations engaged in the project). Importantly A.I.S.E. will also stand ready to provide technical assistance to those companies interested in joining the project and which might be requesting it to solve any difficulty to develop and produce concentrated products.

In parallel the National Industry Associations will undertake to interact with and explain to Governments, NGOs and consumers the background to the project and its benefits. This will be done via ad-hoc meetings and national PR campaigns.

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 peer-reviewed LCA⁸ 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 more concentrated detergents have a better environmental profile has been proved by several “Life Cycle Assessment” (LCA) studies conducted over the years^{9,10,11}. Based upon this, the majority of the detergent manufacturers in Western Europe have progressively compacted their laundry granules over the last 10 plus years since more “compacted” formulae allow consumers to achieve the same cleaning performance at lower weight and volume recommended dosages, provided that consumers use and dose 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*” and was distributed via the most relevant media: TV, radio, press, Internet. Additionally it was promoted through the activities of A.I.S.E.’s National Industry Associations. A dedicated www.washright.com website was designed by A.I.S.E. and publicized successfully.

⁸ [Rationale and Technical Appendices on the A.I.S.E. Code of Good Environmental Practice](#) (A.I.S.E. - Nov. 1997)

⁹ [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

¹⁰ [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

¹¹ [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

The “Code” program came to an official end in 2001. A final report¹² 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 report¹³ 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.

- In 2004, A.I.S.E. developed another sustainability initiative, the “*Charter for Sustainable Cleaning*” a life-cycle based scheme, which requires the verification of clearly set criteria by an external verifier and demonstrates changes by stringent annual reporting. It was officially introduced on December 1, 2004 and since then has spread across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). By now more than 80 companies, either manufacturers of detergents or distributors have subscribed to the “*Charter*” and A.I.S.E. has already published three 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 in Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). The LSP-1 initiative was particularly beneficial to many of the CEE countries in the EU 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 2007¹⁴ - 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 dossier¹⁵ 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 a 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.
- In September 2008, A.I.S.E. launched a new “*Laundry Sustainability Project*” (LSP-TR) specifically focused on Turkey. The local National Industry Association (S.D.S.D.) has been following directly the implementation of this initiative. This project is planned to run until the end of August 2010. The objectives of this project are the same of those of LSP-1, but focussed on Turkey.
- In January 2009, A.I.S.E. launched another “*Laundry Sustainability Project*” (LSP-2). This initiative continues to build on the “Code” and on LSP-1 across the whole of Europe (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). It aims to encourage to use more concentrated powder products. This initiative will run until the end of December 2010.

¹² [A.I.S.E. Code of Good Environmental Practice: Final Report to the European Commission 1996-2001](#) (IBM Global Services - 2002)

¹³ [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)

¹⁴ 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.

¹⁵ [The A.I.S.E. Laundry Sustainability Project – Scientific Dossier](#) (A.I.S.E. – Nov. 2005)

Potential Sustainability benefits

Based on the existing experience with the previous A.I.S.E. LSP initiatives (e.g., *LSP-1*, *LSP-2*), and on the LCA studies that have been run in that context we can expect significant level of sustainability benefits also from *LSP-L*.

An LCA Expert Working Group has developed a preliminary evaluation based on the hypothesis of concentrating the current “dilute” liquid detergents to a level that would allow obtaining a performance equivalent to today’s products with a maximum dosage of 75 ml. This hypothesis is fully in line with the minimum commitments that a company participating to *LSP-L* would have to fulfil.

The results of this evaluation based on our best estimate of a HDLS liquid detergents’ market in the whole region covered in the scope of this project indicated the following expected potential savings:

Total EU 27 HDLS liquid detergents’ market (2008)	1.50 M tonnes
Total EU 27 “traditional” HDLS liquid detergents’ market (ca 73% of total) (2008)	1.10 M tonnes
Savings on ingredients	400,000 tonnes
Savings of packaging (primary packaging only)	16,000 tonnes
Savings on transport	14,000 truck journeys

Even considering only the three markets (France, Italy and Spain) with the highest volume of traditional HDLS liquid detergents, we would expect very worthwhile potential savings:

Total HDLS liquid detergents’ market in France/Italy/Spain (2008)	922,000 tonnes
Total “traditional” HDLS liquid detergents’ market in France/Italy/Spain (ca 90% of total) (2008)	833,000 tonnes
Savings on ingredients	310,000 tonnes
Savings of packaging (primary packaging only)	12,000 tonnes
Savings on transport	11,000 truck journeys

For perspective, this compares very favourably with the *LSP-2* expected savings, which are:

- About 200,000 tonnes of less ingredients,
- About 5,000 tonnes of less packaging,
- About 10,000 fewer truck journeys.

LSP-L – On-pack Communication Material**Front label**

Disclaimer: this on-pack communication material has been developed by A.I.S.E. for the LSP-L initiative. It can only be used by Companies committing to the Project and upon signature of a “Commitment Letter”.

Overall Intent:

This patch, which is put on the front label, signals to the consumer that the product contained is a concentrated HDLS liquid detergents and that less product is needed than with non concentrated product. Its colour and style are matched to the A.I.S.E. “Washright[®]” Panel, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

- FOR COMPANIES/BRANDS THAT ARE CONCENTRATING THEIR LIQUIDS IN ORDER TO REDUCE THE STANDARD DOSE TO $\leq 75\text{ml/wash}$**

Mono-lingual packs	Bi-lingual packs	Multi-lingual packs (3 or more languages)
		

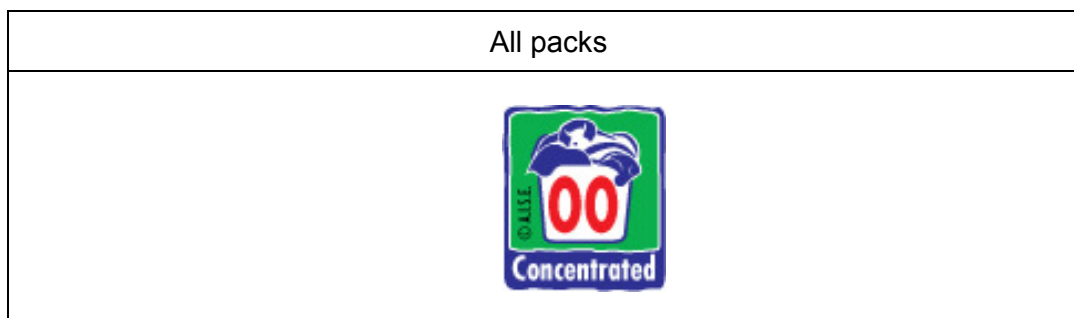
Guidelines:

Element	Recommended minimum (as per example above)	Optional (at discretion of individual companies)
Choice between the logos	Companies must use the logo in relation on whether the pack is mono-lingual, bi-lingual or multi-lingual	Multi-lingual packs with three or more languages can bear either the patch for bi-lingual packs or for multi-lingual packs.
Wash basket	Positioned at the top or on left hand side, icon indicating the number of loads contained in the bottle of detergent.	Companies may use their own basket design to ensure graphical consistency.
Doser icon	Positioned on the right hand side for multilingual labels; lines, colours and arrow should be consistent.	Companies are encouraged to choose a graphic that most closely represents their planned level of compaction (see examples in appendix 3c).
Wording	First sentence: “ Concentrated ” Second sentence: “ New dosage ” N.B. Translations for the various languages will be provided by A.I.S.E.	
Colours	Green background, white text and black/white outline should match those used on the “Washright [®] ” Panel.	A black & white version of the patch may also be used.
© A.I.S.E.	On top right hand side.	

LSP-L – On-pack Communication Material (cont'd)**Front label (cont'd)**

2. FOR COMPANIES/BRANDS THAT ARE NOT CONCENTRATING THEIR LIQUIDS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE LSP-L CRITERIA, (i.e. their standard dose remains unchanged at ≤ 75ml/wash).

The use of these patches is recommended but not mandatory and thus remains optional.



Guidelines (for companies that choose to use the on-pack communication on their already concentrated liquid detergent products):

Element	Recommended minimum <i>(as per example above)</i>	Optional <i>(at discretion of individual companies)</i>
Choice between the logos	Companies are encouraged (but not obliged) to use the above logo.	
Wash basket	Positioned at the top, icon indicating the number of loads contained in the bottle of detergent.	Companies may use their own basket design to ensure graphical consistency.
Wording	“Concentrated” N.B. Translations for the various languages will be provided by A.I.S.E.	
Colours	Green background, white text and black/white outline should match those used on the “Washright [®] ” Panel.	A black & white version of the patch may also be used.
© A.I.S.E.	On the left hand side (see above samples).	

LSP-L – On-pack Communication Material (cont'd)**Back label**





Disclaimer: this on-pack communication material has been developed by A.I.S.E. for the LSP-L initiative. It can only be used by Companies committing to the Project and upon signature of a “Commitment Letter”.

Overall Intent:

This patch, which is meant to be used on the back label close to the dosing table, re-emphasises the importance of appropriate dosage to the consumer. Its colour and style are matched to the A.I.S.E. “Washright[®]” Panel and with the patch included in the front label, indicating that this is an industry initiative under the auspices of the A.I.S.E. European Industry Association.

Due to the significant variations in different companies’ dosing table artwork, the specific layout of this information is open to more flexibility, as specified below.

1. **FOR COMPANIES/BRANDS THAT ARE CONCENTRATING THEIR LIQUIDS IN ORDER TO REDUCE THE STANDARD DOSE TO ≤ 75ml/wash**

Mono-lingual packs	
Vertical format	Horizontal format
	
Bi-lingual packs	Multi-lingual packs (3 or more languages)
	





Guidelines:

Element	Recommended minimum (as per example above)	Optional (at discretion of individual companies)
Choice between the logos	Companies must use the logo in relation on whether the pack is mono-lingual, bi-lingual or multi-lingual	Multi-lingual packs with three or more languages can bear either the patch for bi-lingual packs or for multi-lingual packs.
Doser icon	Positioned on the top side or on the right hand side; lines, colours and arrow should be consistent. The dosage amount must be clearly indicated and next to the doser. Recommended dose should refer to standard loads, normally soiled to be washed in water of medium hardness.	Positioning of words and icon is at the companies’ discretion. This allows optimal fit with different dosing instructions layouts. Companies are encouraged to choose a graphic that most closely represents their planned level of compaction (see examples in appendix 3c).
Wording	“ Concentrated ” N.B. Translations for the various languages will be provided by A.I.S.E.	
Colours	Green background, white text and black/white outline should match those used on the “Washright [®] ” Panel.	A black & white version of the patch may also be used.
© A.I.S.E.	As shown in the above samples.	

LSP-L – On-pack Communication Material (cont'd)**Back label (cont'd)**

2. FOR COMPANIES/BRANDS THAT ARE NOT CONCENTRATING THEIR LIQUIDS, BUT DID SO BEFORE THE LAUNCH OF THIS PROJECT AND STILL MEET THE LSP-L CRITERIA, (i.e. their standard dose remains unchanged at \leq 75ml/wash).

The use of these patches is recommended but not mandatory and thus remains optional.







Mono-lingual packs	
Vertical format	Horizontal format
	
Bi-lingual packs	Multi-lingual packs (3 or more languages)
	

Guidelines:

Element	Recommended minimum (as per example above)	Optional (at discretion of individual companies)
Choice between the logos	Companies are encouraged (but not obliged) to use one of the above logos.	
Doser icon	Positioned on the top or right hand side; lines, colours and arrow should be consistent. The dosage amount must be clearly indicated and next to the doser. Recommended dose should refer to standard loads, normally soiled to be washed in water of medium hardness.	Positioning of words and icon is at the companies' discretion. This allows optimal fit with different dosing instructions layouts.
Wording	"Concentrated" N.B. Translations for the various languages will be provided by A.I.S.E.	
Colours	Green background, white text and black/white outline should match those used on the "Washright [®] " Panel.	A black & white version of the patch may also be used.
© A.I.S.E.	As shown in the above samples.	

LSP-L – On-pack Communication Material (cont'd)**Menu of Different Doser Fill Levels**

Companies are encouraged to choose a graphic that most closely represents their planned level of compaction, e.g.:

 <p>Arrow is at 75% of old dose</p>	 <p>Arrow is at 66% of old dose</p>	 <p>Arrow is at 58% of old dose</p>
 <p>Arrow is at 50% of old dose</p>	 <p>Arrow is at 40% of old dose</p>	 <p>Arrow is at 33% of old dose</p>

LSP-L – On-pack Communication Material (cont'd)**“Washright®” Panel****Overall Intent:**

The A.I.S.E. “Washright®” Panel clarifies further how consumers should do their laundry in order to reduce water and energy use, saving money and CO₂ emissions.

Companies participating into LSP-L are particularly encouraged to use this communication element which is a pillar of A.I.S.E. sustainability commitment.

**Guidelines**

Element	Recommended minimum	Optional <i>(at discretion of individual companies)</i>
Wording	Wording should be used wherever possible: - “ <i>Tips for saving water, energy, CO₂ and money</i> ” - “ <i>Avoid underfilling the machine</i> ” - “ <i>Dose according to soil and water hardness – use the dosing instructions</i> ” - “ <i>Wash at low temperature</i> ” - “ <i>Save packaging – recycle or refill</i> ” - “© A.I.S.E.” - www.washright.com N.B. Translations for the various languages are provided by A.I.S.E.	For small packs, a “silent” version of the “Washright®” Panel may be used (i.e. without words), however the elements: - “© A.I.S.E.” - “ www.washright.com ” should still be present.
Positioning	Wording positioning may be varied to best suit pack layout.	
Graphical layout	Small variations are acceptable (see examples above). Note that the panel may be horizontal (as shown above) or vertical with the icons underneath each other.	
Colour	Green background, white text and black/white outline.	A black and white version may be used.

LSP-L – On-pack Communication Material (cont'd)**Guidelines on the above communication elements**

1. Patches may not be mixed:
 - Front labels 1 of Appendix 3a can only be used in association with labels 1 of Appendix 3b.
 - Front labels 2 of Appendix 3a can only be used in association with labels 2 of Appendix 3b.
2. Should a company choose to concentrate further a liquid that already met *LSP-L* criteria before the “*activation*” date of the *LSP-L* initiative, they can use patches 1 of appendix 3a and appendix 3b.
3. For new products placed on the market with a recommended dosage of ≤ 75 ml, the use of patches for products which are already concentrated is optional.
4. If, for legal reasons, a company feels it must use patches 2 of appendix 3a and appendix 3b where a concentration has actually occurred, it should inform its local industry association and A.I.S.E. of the legal justification for this exception not later than the new product has been placed on market.
5. A company may choose to amend its artwork from patches 1 of appendix 3a and appendix 3b to patches 2 of appendix 3a and appendix 3b after a minimum of 6 months following actual concentration and on pack communication using patches 1 of appendix 3a and appendix 3b.
6. A company is free to remove the on-pack patches as from 6 months after first placing of the products on shelves, if it feels that consumers are well aware that the product is concentrated and that dosage has changed.

LSP-L – Budgeting mechanism

Disclaimer: All fees calculations are handled in full confidentiality directly with each individual company committing to the Project and having signed a “*Commitment Letter*”.

Budget contribution of each company for both central and local costs will be based on its estimated “*Value Market Share*” (VMS) of the HDLS household laundry liquid detergents’ market during year 2008 in the whole project region (for the central budget) and on a country by country basis (for local budgets).

The final repartition will be determined based on the final group of companies joining this A.I.S.E. LSP-L initiative in the region and in any given country.

	Split based on	Budget
CENTRAL COSTS		
PR Template development	regional share	A.I.S.E.
A.I.S.E. costs: legal, logistics, project management, etc.	regional share	A.I.S.E.
PR Campaign country adaptation	national share	A.I.S.E.
LOCAL COSTS		
PR Campaign country execution	national share	National Association
Media: e.g. Print Campaign (if judged appropriate)	national share	National Association
N.A. logistics	national share	National Association

Data – definitions:

- **Value Market Share** (VMS, %): total share of the HDLS household laundry liquid detergents’ market during calendar year 2008, collected by an independent data provider.
- **Market Size (Euro):** total value of the HDLS household laundry liquid detergents’ market during calendar year 2008, collected by an independent data provider.
- **Regional share (%)**: the VMS within the whole Region, weighted by countries’ Market Sizes.
- **National share (%)**: the VMS within a given country.
- **Region (or Territory):** the group of countries defined in the geographical scope of the LSP-L initiative (EU 27 + Iceland, Liechtenstein, Norway and Switzerland).
- **Timeline:** Companies, who join the Project at any time within its duration, need to contribute to the Project according to their respective “regional / national shares”, regardless of the date of joining.
- **Central contributions:** all companies who join the project need to contribute to the central costs according to their “regional share” (see definition above). Companies with a regional share in 2008 below 1.0% need to contribute to the central costs with a flat fee of 1,000 euro.
- **Local contributions:** all companies with a national share in 2008 above 1.0% need to contribute to the local costs, according to their “national share” in that country.