

CLOSEOUT MEMO

A.I.S.E. “Product Resource Efficiency Project”
for liquid Fabric Conditioners
(PREP-FC)

This closeout memo presents the outcome of the A.I.S.E. “**Product Resource Efficiency Project for liquid Fabric Conditioners**” (**PREP-FC**) initiative, which aimed to minimize the environmental impact of those products for in Europe.

Unfortunately and contrary to all previous successful experiences for this type of projects, the outcome of **PREP-FC** has not been positive. In fact due to a very limited participation (only 2 companies signed in: P&G and Unilever) to the project, the responsible central Working Group at A.I.S.E. decided to abort the project at the end of the “**Implementation**” period (June 30, 2014), also for the foreseeable difficulties in the “antitrust” area when it came to analyse the results and assess the changes in the market.

Nevertheless, we have the impression that this project has had a positive impact in the continual introduction of new very concentrated products in those countries where the project was implemented and also in other countries where traditional diluted fabric conditioners have been the norm.

Background

After the successful implementation of several sustainability initiatives (**LSP-1, LSP-2, LSP-L, PREP-P3**, etc.), **PREP-FC** was the first attempt by A.I.S.E. (International Association for Soaps, Detergents and Maintenance products) to deploy the concept of sustainable product concentration into a new product category different from that of household laundry detergents, which had been the target of all the original **LSP / PREP** initiatives so far.

In a nutshell, **PREP-FC** promoted sustainable production and consumption via concentration of liquid fabric conditioners for household laundry together with adequate consumer information. **PREP-FC** was initiated, promoted and deployed by A.I.S.E. with the support of its National Associations partners under criteria of full transparency making participation to the project fully voluntary whilst being open to any company manufacturing or placing on the market regular and concentrated liquid fabric conditioners (both members and non-members of the association) wishing to participate.

The **PREP-FC** initiative was opened on July 1, 2012 and lasted until June 30, 2014. It was deployed in the EU countries + Iceland, Liechtenstein, Norway and Switzerland.

Right from the start, during the study of the project, A.I.S.E. realized the inherent difficulties to progress this initiative. The market of fabric conditioners in Europe is very variable across the various EU countries. In some of them, the market had already evolved towards concentrated or very concentrated formulations. In others such as France, Greece, Italy and Portugal diluted products were still highly represented on the market. In those countries in particular, **PREP-FC** could have led to a significant reduction of the presence of the more diluted and less sustainable products. However, in spite of the efforts of the local associations to promote the project, its appeal did not reach a significant level.

As a result, the project was aborted.

