Brussels, 21 December 2016

To the attention of: Peter Hug, Managing Director; Anjankumar Gopishetty, Director Communications

Re: **A.I.S.E. letter of support for EUnited Cleaning Days 2017**

Dear Sirs,

A.I.S.E. is the International Association for Soaps, Detergents and Maintenance Products. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators for nearly 65 years. Membership consists of 34 national associations across Europe, 18 corporate members and six value chain partners. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

At A.I.S.E. we believe professional cleaning and hygiene is the key to public health and wellbeing. Cleanliness and hygiene is one of the three main pillars of A.I.S.E.’s strategy for the future, and A.I.S.E. actively promotes the socio-economic benefits of the industry and its innovations to all stakeholders, to further leverage the industry’s image and reputation and promote the socio-economic benefits of this industry. A.I.S.E. has always been supportive of initiatives that raise public awareness towards hygiene and personal maintenance. In line with this vision, we supported the European Cleaning Days campaign in 2015 and were pleased with the response it generated from the industry and the public in general.

We believe that the European Cleaning Days 2017 campaign, which aims to raise public awareness of the importance of professional cleaning via a range of activities, is also very timely, given that unhygienic conditions too often lead to diseases and other health-related problems.

A.I.S.E. is therefore pleased to continue its support for the 2017 Cleaning Days campaign. We pledge to communicate and promote the campaign to our members, both companies and national associations in order to contribute to the success of the 2017 European Cleaning Days campaign.

Yours sincerely,



Susanne Zänker

Director General