



ACTIVITY & SUSTAINABILITY REPORT 2016-17

CLEANLINESS & HYGIENE AT HOME AND IN SOCIETY

International Association for Soaps, Detergents and Maintenance Products



Modern Living
Public Spaces

Health

Convenient Lifestyles

Wellbeing

Protect & Preserve

Clean Homes

Goods & Installations

Hygiene

Sustainability

Cleanliness

Essential Maintenance

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ABOUT A.I.S.E.

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 over 60 years. Membership consists of 29 national associations across Europe, eighteen European market-leading companies 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.

INDUSTRY VISION

A prospering cleaning and hygiene industry which is a role model for serving society in an innovative and sustainable way.

A.I.S.E. STRATEGIC PRIORITIES



A.I.S.E. MISSION

We enable our industry to succeed by promoting and shaping a favourable operating framework.

We do this by serving our members in:

- developing and representing our industry perspective with one voice to European policy makers;
- creating and driving industry initiatives;
- engaging with value-chain partners and other key stakeholders;
- leveraging the expertise and diversity of the network of national associations and companies.

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PRESIDENT AND DIRECTOR GENERAL'S MESSAGE



Since taking over as President on 1st of July 2016, the A.I.S.E. leadership team and I have been focused on bringing to life the new strategy, vision and mission which our membership voted in at the General Assembly in June 2016.

It is an exciting task and I am very pleased with how it has been going so far. As this annual report will show, a tremendous effort has gone into both continuing our valuable ongoing projects and launching new activities shaped by the new strategy. Let me take this opportunity to thank all involved – be it in the national associations, the member companies or in the A.I.S.E. team – for all your hard work and constructive expert contributions. It is all of you who make A.I.S.E. such a credible and effective association that I am immensely proud to preside over.

Our new 2025 strategy builds on A.I.S.E.'s already strong reputation as a proactive, solution-oriented and expert organisation, by making us more agile and responsive, stepping up our advocacy activities and delivering even better value to all our members. Our ultimate goal is to help this industry realise daily its vision of a prospering cleaning and hygiene industry that is a role model for serving society in an innovative and sustainable way also through enhanced collaboration along the value chain.

The challenges are considerable, including a significant regulatory cost burden, as the European Commission's Cumulative Cost Assessment study last year has shown, and a global and European economy impacted by major political elections and the Brexit vote, the consequences of which we cannot yet fully predict. Whatever happens, I can assure you that we intend to maintain the very close ties we have with our British colleagues in UKCPI and that we will continue to work hard to serve all our members and be a valued partner to our stakeholders everywhere.

So far in 2017, we have been busy with a number of important developments and milestones, including helping companies meet the 1st of June deadline for all products to comply with the Classification, Labeling and Packaging (CLP) Regulation and contributing to the ex-post evaluation of the Detergents Regulation and the review of REACH, to name just a few. While there is, as always, a lot more to do, the progress is very encouraging and I am confident that based on a strong strategy, we will achieve a lot more in 2017–18.

Thank you all for your effort, constructiveness and collaboration.

Arndt SCHEIDGEN,
A.I.S.E. President



Welcome to our annual Activity and Sustainability Report for 2016-17! It has indeed been an exciting year, as we start to put into practice our newly refreshed strategy, vision and mission. This report already begins to show the refocused direction we are going in and there is much to talk about.

One change, both substantial and symbolic, was the relaunch of our annual Information Day as the Cleaning & Hygiene Forum, with a greater emphasis on inviting dialogue and building consensus on key policy issues. The first Forum took place in November 2016 in Brussels and we are delighted with how it went and the feedback we have received since.

Another is the Manifesto we developed based on the findings of the socio-economic analysis of the industry carried out last year by the Huggard Consulting Group. This document clearly sets out our industry's six recommendations for economic growth and competitiveness in Europe, and was shared with our stakeholders throughout the year.

To strengthen our contribution to the development of a circular economy, we initiated a new packaging task force in the past year. In addition, another new task force was set up to represent the interests of our members who are potentially affected by the upcoming Medical Devices Regulation.

We have also been contributing to the European Commission's Better Regulation initiative on several fronts, highlighting the findings and implications of the Cumulative Cost Assessment of the chemical legislation for our sector, which is significant. We also provided constructive contributions to both the ex-post evaluation of the Detergents Regulation and the review of REACH implementation to date.

In the meantime, of course, we remain very active in supporting the effective implementation of the Biocidal Products Regulation and the other core pieces of legislation for our industry, CLP and REACH, as each of them passed, or are about to pass, major milestones. This was at the heart of much of our on-going regulatory work over the past year.

We also continue to drive the industry's sustainability agenda, overseeing our flagship sustainability initiative, the Charter for Sustainable Cleaning, leading the new household liquid laundry detergents product resource efficiency project (PREP) and supporting the I Prefer 30° campaign, among other activities.

None of this would have been possible without the dedication, enthusiasm and sheer hard work of all the A.I.S.E. team and members across the network, many of whom have contributed their time and expertise to our expert working groups, committees and task forces. Thank you all for another inspiring and productive year and I'm looking forward to continuing to work together and raising our game yet again.

Susanne ZÄNKER,
A.I.S.E. Director General

CHAPTER 1. ENSURING CLEANLINESS & HYGIENE

An essential role in public health and wellbeing

The cleaning and hygiene industry plays an essential role in today's society. Our industry makes it possible for 500 million European citizens to live and work in clean, well-maintained and hygienic surroundings every day. The products, services and equipment provided by this industry contribute to health and wellbeing, and an innovative, competitive and thriving economy, enhancing quality of life and livelihoods for all.

The fundamental importance of our industry to society and the economy is a source of inspiration every day to all of us at A.I.S.E. and we are committed to supporting the industry in being a role model for serving society in an innovative and sustainable way.

The products, services and equipment of the cleaning and hygiene industry serve to:

- Keep our homes clean
- Ensure our wellbeing
- Facilitate modern living
- Preserve goods and installations
- Enable convenient lifestyles
- Contribute to sustainability
- Protect our health
- Ensure essential hygiene
- Maintain public spaces



Sustainable and innovative

Innovation is the lifeblood of this industry and key also to achieving step change improvements in reducing the industry's environmental footprint, long a strategic priority. Recent innovation in enzyme technology has enabled lower temperature washing, while compaction, concentration, new dosage forms and equipment have enabled a reduction in chemicals used, in packaging and in transportation, while ensuring products and applications are highly effective and safe to use.

A.I.S.E. remains convinced that innovation represents one of the best ways to ensure a competitive, growing and sustainable EU economy and we continue to partner with value chain partners, EU decision makers and other key stakeholders to support innovation, competitiveness and better regulation, alongside the highest standards of safety, for humans and the environment.



85% of European manufacturing facilities are operated by SMEs

"It is important to recognise the contribution that this industry makes to livelihoods, with public benefits that go well beyond the economic gains of business. It is one of Europe's hidden motors of innovation."

The Huggard Report 2016

THE HUGGARD REPORT

A socio-economic analysis of the industry published in 2016, the Huggard Report, underlines just how important a competitive and innovative European cleaning and hygiene industry is to a healthy European society and economy.

It supports some 95,000 jobs directly and 360,000 jobs indirectly throughout the value chain. Read the Huggard Report and A.I.S.E.'s manifesto on growth and competitiveness on www.aise.eu



A substantial contributor to the European economy

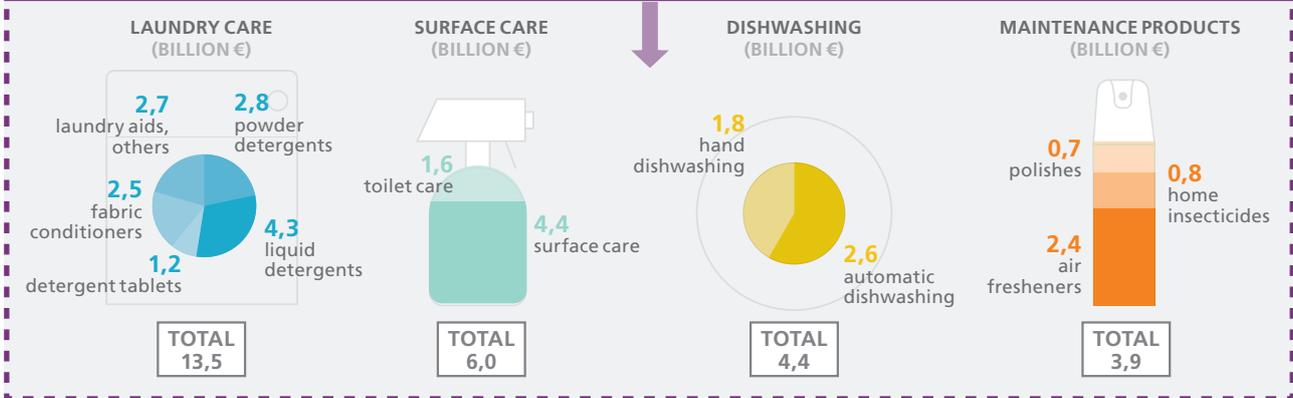
Our industry, and the industries that depend on our products and services, are substantial contributors to a prospering European economy - this page provides the economic performance of the sector in 2016.

Market conditions this past year have remained challenging. The European Commission's 2016 Cumulative Cost Assessment study of the European chemicals industry shows that the administrative burden placed on our industry by EU legislation is relatively high when compared to other chemicals industry subsectors in Europe. A.I.S.E. has expressed its concern that administrative costs are stifling innovation in the industry and called for competitiveness to be an explicit consideration of future policy actions in light of these findings.

MARKET VALUE (BILLION €)	2016	2015
TOTAL INDUSTRY	35,6	35,2
HOUSEHOLD CARE	28,5	28,3
PROFESSIONAL CLEANING AND HYGIENE SECTOR	7,1	6,9

NB: due to fixed exchange rates, the values for 2015 differ from the values published in last year's report.

HOUSEHOLD CARE	LAUNDRY CARE	SURFACE CARE	DISHWASHING	MAINTENANCE PRODUCTS	BLEACHES	TOTAL
MARKET VALUE 2016 (BILLION €)	13,5	6,0	4,4	3,9	0,7	28,5
MARKET SHARE (%)	47.3	21.2	15.4	13.6	2.3	100
GROWTH (%) 2016 vs. 2015	0.8	0.6	1.2	0.0	-0.9	+0.7



Source: Euromonitor.

PROFESSIONAL CLEANING AND HYGIENE	HEALTHCARE	FOOD, BEVERAGE & AGRICULTURE	KITCHEN & CATERING	TECHNICAL CLEANING	BUILDING CARE	LAUNDRY	TOTAL
MARKET VALUE 2016 (BILLION €)	1,7	1,4	1,4	1,2	0,8	0,6	7,1
MARKET SHARE (%)	23.9	19.9	19.4	16.2	11.8	8.9	100
GROWTH (%) 2016 vs. 2015	4	2	2.5	4.5	5.5	3	+3.5

Source: A.I.S.E. national associations' data benchmarked with company experts estimation. Total EU + CH+ NO.

Engaging with stakeholders...

Serving the industry in its mission to ensure cleanliness and hygiene requires engagement on many levels and with a wide variety of stakeholders, as our work over the past year shows. A.I.S.E. continues its long track record as a leading, proactive and authoritative contributor in voluntary initiatives, technical and policy areas, bringing stakeholders around the table and participating in external events.

03/16 UNDERSTANDING THE USE OF DISINFECTANTS

Issues and challenges around cleaning and disinfection in the health care and food and beverage sectors were the focus of a workshop and brewery visit organised in Belgium in March 2016. More than 90 policy-makers and other stakeholders gained practical insights into the professional use disinfectants subject to the Biocidal Products Regulation.

'Without disinfectants we have no chance to win the war against pathogens.'

Professor Martin Exner, Director of the Institute for Hygiene and Public Health, University of Bonn

06/16 FOCUS ON BETTER REGULATION FOR SAFE USE

As part of a voluntary A.I.S.E. initiative to further drive safe use communication on labels intended for consumer products, we organised a multi-stakeholder workshop in June 2016 involving medical personnel, poison control centres, industry partners and EU and national regulators. A consensus emerged that there is a need to rethink safety communication, make labels more relevant, effective, and easier to understand, guiding consumers towards safe use. (see also p. 11)



10/16 SHARING TOOLS FOR CLP IMPLEMENTATION

We ran a workshop with over 100 representatives from Member States, the European Commission, ECHA, industry, poison control centres and NGOs to share progress on DetNet and our in-vitro programme, two voluntary A.I.S.E. initiatives to facilitate implementation of the Classification, Labelling & Packaging Regulation. The session also promoted discussion on how best to facilitate the harmonised application of CLP principles for our industry across the EU.



11/16 MEASURING THE ENVIRONMENTAL FOOTPRINT OF PRODUCTS

A.I.S.E. has been leading a pilot Product Environmental Footprint (PEF) study in the household liquid detergents sector since 2013. For the communications testing stage, we organised a B2B workshop to share consumer feedback on how to best communicate the PEF to consumers and to learn from retailers' perspectives. European retailers, the European Commission and A.I.S.E. member companies discussed the potential for consistent communication of simple consumer tips by detergents, appliance and textile care sectors throughout the value chain, while noting the large amount of information already on detergent packs and the risk of information overload.



11/16 FIRST CLEANING & HYGIENE FORUM

A.I.S.E. relaunched its annual Information Day as the Cleaning & Hygiene Forum this year to better reflect our commitment to playing a leading role in promoting dialogue, understanding and progress in key policy areas. The first Forum took place in Brussels on 30 November, bringing together a large number of policy makers and stakeholders with an interest in the industry's developments to discuss the challenges faced by the sector, notably competitiveness and existing regulatory barriers to economic growth and innovation. We look forward to building on this constructive experience to ensure that the next Forum is even more valuable, relevant and productive for our members and all our stakeholders. Read more on www.aise.eu



... and across the value chain

02/16 UNEP WORKSHOP ON SUSTAINABLE CLEANING

Valérie Séjourné contributed to this work aimed at developing global guidelines for providing product sustainability information.

02/16 A.I.S.E. / CECED / GINETEX COOPERATION

In February, A.I.S.E. hosted a joint workshop with value chain partners in the appliance and textile care labelling sectors. Together, companies from these three industry sectors looked at building synergies in consumer communication, consumer behaviour research and common areas of technical/regulatory concern.

03/16 CLEANING PRODUCTS EUROPE

This annual conference brings together industry experts and thought leaders from across the cleaning products market. Valérie Séjourné was invited to address the event in Rome to showcase A.I.S.E.'s work on sustainability and the circular economy, profiling the value of working with value chain partners and stakeholders.

05/16 ISSA / INTERCLEAN

Held every two years in Amsterdam, ISSA/Interclean is the biggest international trading event for the professional cleaning and hygiene sector and an important venue for A.I.S.E. Laura Portugal presented A.I.S.E.'s strategy on the circular economy and sustainability, and also joined the world association networking meeting held during the event.



06/16 UNEP/SETAC WORKSHOP

A.I.S.E. was invited to contribute our industry's experience to an experts' workshop in Paris, organised by the UN Environment Programme and the Society of Environmental Toxicology and Chemistry on their flagship project: 'Hotspots Analysis and Sustainability Information'. Sascha Nissen shared insights from our work on the Product Environmental Footprint pilot and the Charter for Sustainable Cleaning, which prompted a suggestion that the Charter be included as one of the good practice examples in a guidance document on the topic.

06/16 PLASTICS RECYCLERS EUROPE

A.I.S.E. was invited to the Plastics Recyclers General Assembly and 20th anniversary, initiating thus a valuable dialogue between both sectors at industry level on potential circular economy projects.



European
Cleaning
Days

10/16 SUSTAINABLE CLEANING PRODUCTS SUMMIT

A.I.S.E. took part in this high-level forum in Paris, aimed at advancing sustainability in the detergents industry by debating some of the key issues in our sector, including the practical use of metrics for measuring environmental footprints.



10/16 SEPAWA

The annual SEPAWA congress in Fulda, Germany, is one of the biggest events in our industry calendar, attracting over 2,500 delegates and incorporating the European Detergents Conference. Aisling O'Kane presented our voluntary sustainability initiatives, focusing on consumer engagement, while A.I.S.E.'s booth proved a busy and animated focal point for promoting the work of the association, networking and exchanges.



01/17 AMERICAN CLEANING INSTITUTE CONVENTION

Susanne Zänker and Roberto Scazzola participated in the annual ACI Convention, promoting dialogue and shared learnings together with colleagues from the global network of sister organisations from the US, Japan, Canada, Australia, Mexico and India. ACI celebrated its 90th anniversary.



03/17 CLEANING PRODUCTS EUROPE

In the presence of numerous industry players and the European Commission's DG GROW in Barcelona, Susanne Zänker highlighted the fundamental contribution of the cleaning and hygiene industry in Europe, in addition to leading a panel discussion on the role of environmental information in influencing consumer behaviour.

05/17 EUROPEAN CLEANING DAYS

A.I.S.E. declared its renewed support for the European Cleaning Days campaign, led by the European cleaning machines association (EUnited). The biennial campaign raises awareness of the importance of professional cleaning, improving the perception of the cleaning industry which we wholeheartedly support and pledge to promote throughout the A.I.S.E. network.

CHAPTER 2.

DRIVING SUSTAINABLE DEVELOPMENT

A.I.S.E.'s commitment to support the industry in being a leader on sustainable development builds on our long and proven track record of voluntary action and initiatives striving for a more sustainable economy and society. Over the past year, we refocused and strengthened our sustainability strategy, delivered several projects to help our members drive a reduction in the industry's overall environmental footprint, and contributed to the European agenda on sustainable development, circular economy and the global UN sustainable development goals.

Key industry flagship initiative

The Charter for Sustainable Cleaning remains the industry flagship sustainable development initiative. This voluntary scheme encourages the whole industry to undertake continual sustainability improvements, specific to how cleaning products are designed, manufactured and used, in both the household and professional sectors.

In 2016, the Charter was recognised as a 'good choice' by the German federal government's Siegelklarheit initiative, which aims to help consumers identify and purchase products which meet high sustainability standards. (www.siegelklarheit.de)



The Charter logo is ranked alongside the EU Ecolabel by Siegelklarheit.

OVER 240 COMPANIES COMMITTED

Membership of the Charter for Sustainable Cleaning stands at more than 240 and is growing continuously, with company commitment increasing each year.

For updated Charter membership, go to www.sustainable-cleaning.com/charter

Charter ecotoxicity approach

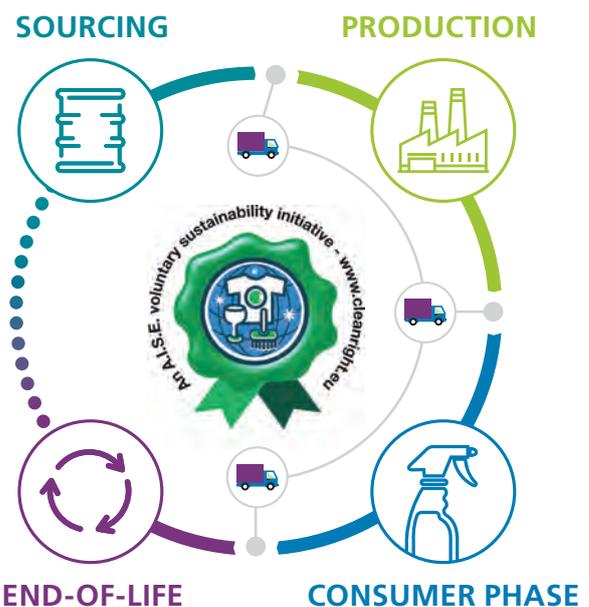
The Environmental Safety Check (ESC) is a key aspect of the Charter product component. In fact, all ingredients in a given formulation must successfully pass the criteria. The ESC is a risk-based and conservative assessment tool that assesses the environmental safety of ingredients in the aquatic environment with REACH principles. A peer-reviewed article prepared by some members of the ESC Task Force was pub-

lished in the scientific journal Integrated Environmental Assessment and Management in 2016. It describes the functioning of the tool and clarifies its underlying assumptions, highlighting the advantages of the risk-based approach built into the ESC methodology. This is a valuable development given the discussions held for example in the PEF pilot on ways to measure ecotoxicity aspects.

Contributing to PEF and circular economy

In other activities, A.I.S.E. achieved a key milestone when we completed not only the technical and methodological phases, but also the communications test phase of our Product Environmental Footprint pilot for the household liquid detergents segment on schedule at the end of 2016 and delivered the results to the European Commission (see p 10).

To strengthen our focus on the circular economy, A.I.S.E. has created a packaging task force and progressed the development of an A.I.S.E. framework for bio-based materials in 2016.



The A.I.S.E. Charter covers the whole life cycle

Promoting sustainable design of products

Whilst the Charter dates back to 2005 the product component, introduced by A.I.S.E. in 2010, enables companies to provide a sustainability assurance for specific products. Advanced Sustainability Profiles (ASPs) for individual products categories set sustainability criteria that are ambitious but reasonably achievable by all market players. The parameters are defined based on a life cycle analysis. For most ASPs, requirements to comply with the A.I.S.E. Environmental Safety Check (see p. 6) also apply. The table below provides an overview summary of the ASP criteria available for each product category.

Product category 	ASP CRITERIA					Activation date¹
	Product formulation		Packaging weight per job	Packaging recycled content (primary and secondary packaging)	End User information on pack	
	Pass ESC	Dosage (g or ml/job)				
Household laundry products						
Laundry detergent powders*	Yes	≤ 75g + ≤ 115ml	≤ 6.5g	Card board: ≥ *60% / **70% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Cleanright panel AND Ability to wash at ≤ 30°C indicated AND Safe use tips	1 July 2011 Updated 1 July 2013
Laundry detergent liquids**		≤ 55ml	≤ 6.5g			1 July 2011 Updated 1 April 2017
Fabric conditioners*		≤ 35ml	≤ 4.0g			Cleanright panel AND Safe use tips
Household automatic dishwashing detergents						
Powders and unit doses with rinse function	Yes	≤ 25g	≤ 3.5g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	idem	1 April 2013
Powders and unit doses without rinse function		≤ 20g	≤ 3.5g			
Liquids mono chamber style		≤ 35ml	≤ 4.5g			
Liquids multi chamber style		≤ 35ml	≤ 6.0g			
Household dilutable all purpose and floor cleaners						
	Yes	≤ 12ml/1l of wash water	≤ 1.3g	idem	idem	1 October 2013
Household trigger spray cleaners						
	Yes	according to dosage instructions	≤ 1.4g per 10 ml of product dosage	idem	idem	1 October 2014
Household manual dishwashing detergents						
	Yes	≤ 5ml/5l of wash water	≤ 0.7g	idem	idem	1 January 2015
Household toilet cleaners						
	Yes	according to dosage instructions	≤ 5.6g per 55ml of product dosage	idem	idem	1 July 2015
Professional Building Care Products						
	Yes	Minimum dilution ratio: 1 :100 for use in buckets, machines (e.g. scrubber dryers), special equipment (e.g. foam equipment) / 1 :50 for use in refillable spray bottles	Packaging weight ² : ≤ 0.7g/l for use in buckets, machines such as scrubber dryers, special equipment such as foam equipment / ≤ 1.4g/l for use in refillable spray bottles	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Dosing systems Use of accurate and reliable dosing systems Training Offering training for customer personnel and customer specific advice by qualified staff End User Information A.I.S.E. PC&H application pictograms AND dosage information (optional on product, depending on available space on the label) AND use of colour codes AND provision of Product Information Sheets (PIS)	1 October 2015

For more details related to the above ASP table please visit : www.sustainable-cleaning.com/charter

¹ Products complying with ASP requirements for the product category can start to appear on the market with an ASP logo from this date.

² Packaging weight: (Packaging weight in g / amount of use solution in l) / number of use of primary packaging (i.e. used for same purpose through a return or refill system)

2016 KPI performance

The Key Performance Indicators (KPIs) shown in the table include the results from 2016 alongside those for earlier years. KPI data is submitted by the Charter Ordinary Member companies to the external consultancy Deloitte which manages the data collection process, and the aggregated results are then provided to A.I.S.E. The companies submit their data for their twelve month financial or sustainability reporting periods during the calendar year. The data reports are subject to an independent verification process conducted by the international audit firm SGS on behalf of A.I.S.E. In order to guarantee the quality and objectivity of the data, a several-step methodology has been adopted that ensures both the integrity and the year-after-year comparability of the KPIs including quality checks, in-depth analysis and consultation with companies to correct data in cases where there is a lack of coherence or quality. All details of this methodology are available via: www.sustainable-cleaning.com/en.publicarea_sustainabilityreport.orb

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011
 Participating companies	Companies reporting (number of)	8	19	33	45	59	65	72
	Manufacturing sites covered	62	78	108	133	152	162	172
	% vs Total	81.6%	78.8%	84.4%	88.7%	89.9%	92.6%	94.0%
	Production covered	7.3mt	9.3mt	10.5mt	11.1mt	11.1mt	11.6mt	12.0mt
	% vs Total	86.2%	86.1%	92.1%	94.7%	95.7%	97.8%	98.8%
	Units of consumer products sold (PC&H not included)	5,800m	8,200m	9,300m	9,700m	10,200m	10,300m	10,600m
	Covered by CSP Check	4,100m	6,800m	8,600m	9,200m	9,800m	10,000m	10,400m
 Chemicals safety evaluation	% of ingredients (volume) covered by HERA ⁽²⁾ (PC&H not included)	64.3%	68.6%	72.9%	75.7%	74.7%	75.5%	72.7%
	Production for use under controlled dosing (PC&H only)	Not Available					2.3mt	2.2mt
 Occupational health and safety	Accidents frequency rate (expressed per 100,000 man-hours worked by all employees)	0.57	0.55	0.83	0.90	0.98	0.81	0.83
 Consumer and customer safety	Number of care lines services	109	258	345	455	545	613	647
	Consumer contacts registered: Total	754,197	926,840	903,796	890,746	873,380	813,972	769,244
	% classified as real or perceived health related contacts	0.6%	1.3%	1.1%	1.5%	1.3%	1.5%	1.5%
	% classified as enquiries (e.g. general or related to the safety of the product, ingredients, allergies etc)	1.3%	1.7%	2.4%	2.6%	2.8%	2.5%	3.0%
	Persons trained in sessions devoted to safe handling and use of products and systems (PC&H only)	Not Available					74,483	102,146
 Consumer and user information	Consumer product units sold: With at least two safe use icons/sentences	1,237m	2,317m	3,495m	4,907m	5,757m	5,949m	6,123m
	With more than two safe use icons/sentences	562m	1,549m	2,136m	3,091m	3,618m	3,553m	3,533m
	Units sold carrying relevant best use advice (until 2010: Household washing machine laundry detergents units sold carrying the "washright" panel)	361m	444m	935m	1,090m	1,112m	1,197m	1,436m
 Poorly biodegradable organics ^(1,4)	kg / % of PBO chemicals ⁵ , according to the Charter PBO-list, per tonne of production	16.2kg/t	25.4kg/t	24.9kg/t	22.1kg/t	27.2kg/t	23.5kg/t	24.1kg/t
		1.6%	2.5%	2.5%	2.2%	2.7%	2.4%	2.4%
 Consumed energy and CO ₂ emitted ⁽¹⁾	GJ of energy consumed per tonne of production	1.34GJ/t	1.09GJ/t	1.10GJ/t	1.05GJ/t	1.03GJ/t	0.95GJ/t	0.91GJ/t
	kg of CO ₂ emitted per tonne of production	80.9kg/t	66.9kg/t	64.6kg/t	64.3kg/t	60.9kg/t	57.3kg/t	52.0kg/t
 Consumed water ⁽¹⁾	m ³ of water (potable and non potable) consumed	1.60m ³ /t	1.44m ³ /t	1.47m ³ /t	1.59m ³ /t	1.49m ³ /t	1.40m ³ /t	1.35m ³ /t
 Waste ⁽¹⁾	kg of waste (hazardous and non hazardous) produced	10.2kg/t	12.9kg/t	11.1kg/t	10.8kg/t	12.4kg/t	11.9kg/t	12.0kg/t
	kg of hazardous waste sent off-site	3.2kg/t	3.9kg/t	4.2kg/t	4.1kg/t	3.7kg/t	3.8kg/t	3.8kg/t
 Packaging used ⁽¹⁾	kg of packaging per tonne of production	78.0kg/t	92.7kg/t	88.6kg/t	84.6kg/t	91.3kg/t	89.9kg/t	91.3kg/t
	kg of packaging per thousand consumer units	98.2kg/KU	105.1kg/KU	100.0kg/KU	96.8kg/KU	99.4kg/KU	101.2kg/KU	103.4kg/KU
	t delivered in refillable containers (PC&H only)	Not Applicable					140,597t	140,433t
 Products with ASP logo	Number of Household products placed on the market carrying the ASP logo						N/A	198m

m=million - KU=thousand units
t=per tonne of production



SINCE 2011, 5+ BILLION CONSUMER PRODUCTS CARRY THE ASP LOGO!

KPI highlights

CHARTER FOOTPRINT AND PRODUCTION

100 companies submitted their KPI data. The total production tonnage covered by the Charter was 11.7 mt, equivalent to 99.3% of the total output of reporting companies in the EU+4.

2012	2013	2014	2015	2016
89	93	92	100	100
191	185	175	183	178
94.6%	94.9%	94.1%	95.3%	95.2%
12.1mt	11.1mt	11.2mt	11.4mt	11.7mt
95.3%	99.6%	99.7%	99.4%	99.3%
10,600m	9700m	11,300m	12,000m	11,700m
10,500m	9600m	11,200m	11,900m	11,600m
75.7%	77.6%	76.4%	73.5%	72.0%
2.3mt	2.2mt	0.3mt ⁽³⁾	0.3mt ⁽³⁾	0.4mt ⁽³⁾
0.79	1.05	0.85	0.69	0.87
730	721	759	788	806
673,501	525,849	686,946	650,550	600,672
1.5%	1.3%	1.4%	1.5%	1.6%
2.4%	2.4%	4.1%	4.0%	5.3%
112,341	95,619	84,540	64,074	64,376
5,501m	5,804m	6,341m	6,659m	6,781m
3,292m	2,804m	3,734m	3,870m	3,876m
1,764m	2,269m	3,188m	2,635m	2,972m
18.9kg/t	19.0kg/t	19.5kg/t	18.2kg/t	19.9kg/t
1.9%	1.9%	1.9%	1.8%	2.0%
0.91GJ/t	0.81GJ/t	0.79GJ/t	0.76GJ/t	0.71GJ/t
53.0kg/t	55.6kg/t ⁴	54.3kg/t	50.0kg/t	46.4kg/t
1.44m ³ /t	1.30m ³ /t	1.23m ³ /t	1.23m ³ /t	1.18m ³ /t
12.1kg/t	11.0kg/t	12.6kg/t	12.4kg/t	11.7kg/t
2.8kg/t	3.0kg/t	3.9kg/t	4.1kg/t	4.3kg/t
89.8kg/t	84.3kg/t	91.4kg/t	92.6kg/t	90.3kg/t
102.5kg/KU	96.5kg/KU	90.6kg/KU	88.0kg/KU	90.3kg/KU
186,905t	221,577t	7,710t ⁽³⁾	8,444t ⁽³⁾	7,333t ⁽³⁾
688m	820m	1,003m	1,292m	1,410m

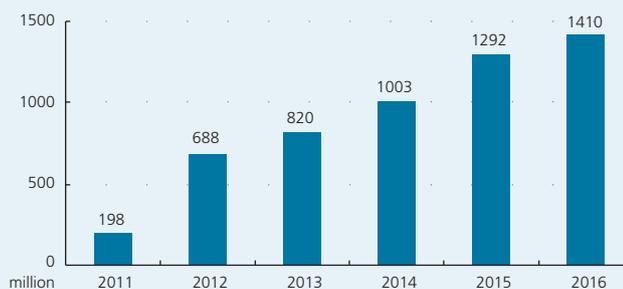
CHANGES SINCE 2006

Energy use per tonne of production is down by 34.9% and CO₂ emissions by 30.6% over the 10 years since 2006.

CO₂ EMISSIONS AND ENERGY USE DECLINE, WHILE PRODUCTION GROWS



1.4 BILLION CONSUMER PRODUCTS WITH ASP LOGO



The number of consumer products carrying the Advanced Sustainability Profile (ASP) logo increased from 1.29 billion to 1.41 billion units, an increase of 9.3% on a like-for-like basis. From the laundry category alone, 41% of products comply with the Charter Advanced Sustainability Profiles.

Nature and scope of KPI data verification



As in recent years, SGS conducted an independent assurance of the KPI data gathering processes, looking at the data collection processes of 10 reporting Charter members. Deloitte, who assessed the KPI reporting processes of the companies and aggregated the KPI data, was informed of the outcome of this verification. The companies concerned were asked for confirmation of the reported data or to update their declaration. The full Assurance Statement with detailed conclusions can be found at: www.sustainable-cleaning.com/en/publicarea_sustainabilityreport.orb

KPI commentary at www.sustainable-cleaning.com/charter

¹ Data apply to production covered by the CSP Check. ² Water is not considered as an ingredient. ³ For compliance reasons, these figures were derived only from SMEs and large companies (excluding multi-national companies) and cannot be compared with the figures for previous years. ⁴ As to the Charter KPI reporting, all fragrances and non-ionic terephthalate polymers are globally considered as PBOs; actually, a relatively large portion of those are easily or inherently biodegradable. ⁵ includes water.

Other sustainability activities



A.I.S.E.'s PEF PILOT STUDY

The European Commission decided to extend the pilot phase of its initiative to develop a common way to measure the environmental performance of products until end 2017. A.I.S.E. continues to work on the study it has been leading since 2013 to test the methodology in the household liquid detergents sector. Meantime, some early, high-level conclusions can already be drawn from the pilot:



- Many findings are in line with previous A.I.S.E. and company life cycle analysis (LCA) studies on detergents, which have driven A.I.S.E.'s voluntary sustainability initiatives to date.
- The PEF analysis confirms the use phase as the most relevant life cycle phase.
- The most important challenges concern balancing the use phase and other life cycle phases, and the proposed method to report on the products' ecotoxicity profile.

The success measure for evaluating any environmental product sustainability scheme such as PEF will be how appropriate it is in reducing the actual life cycle footprint. A.I.S.E. will assess how this overall objective can be addressed effectively. (See also p. 4 and 6).

IMPROVING PRODUCT RESOURCE EFFICIENCY

Over the last decade, A.I.S.E. has successfully led a number of Product Resource Efficiency Projects (PREPs) aimed at driving further sustainability through concentration and compaction of products, and more sustainable use by consumers.

In 2016 we launched a new compaction project for household liquid laundry detergents (PREP L2) in the EU and EFTA countries aimed at reducing further the environmental impact of this category and including light liquid laundry detergents for fine fabrics for the first time. The implementation phase is now underway, meaning products carrying the A.I.S.E. on-pack communications material may start appearing on the market as of 1 April 2017.

The project is fully aligned with, and complements, the Charter for Sustainable Cleaning and the Charter ASP criteria for liquid laundry detergents.



A previous compaction project for household liquid laundry detergents ran successfully in 2009-2011, achieving a reduction of more than 300,000 tonnes of product, 12,400 tonnes of primary packaging and 15,400 fewer truck journeys!

SUSTAINABLE LAUNDRY TOGETHER

Choosing the most sustainable option for one's laundry, wallet and the environment can be confusing, when faced with a wide choice of wash programmes, of different detergent products and specific care instructions on garment labels.

To help consumers opt for more sustainable laundering habits at home, A.I.S.E. is working with industry partners in the home appliance sector (CECED) and the care labelling sector (GINETEX) to jointly develop harmonised and clear tips for consumers.

Following productive cooperation in 2016, a joint working group is now studying how best to align and optimise the various sustainable laundering messages currently communicated on a range of platforms, including www.cleanright.eu, www.iprefer30.eu, www.ceced.eu and www.clevercare.info. This common approach will strengthen and clarify the advice to consumers.

ENCOURAGING LOWER TEMPERATURE WASHING

The second wave of the I Prefer 30° campaign continued in 2016 with good results, inspiring households in Europe to lower their average wash temperature. Activities in 2016 were focussed in Belgium and France, involving consumer interaction through dialogue, video, social media and press coverage highlighting the advantages of lower temperatures for consumers' clothes, energy bills and wallets. The consumer portal www.iprefer30.eu remains active for all partners and interested parties and a close out report on the campaign is underway.



PURSUING A CIRCULAR ECONOMY

A.I.S.E. set up a new Packaging Task Force in summer 2016 in line with our commitment to promote the circular economy and in support the Commission's initiatives to this end. The priorities for the Task Force include providing technical expertise to the network on EU policy developments, such as the revision of Packaging and Packaging Waste Directive. The Commission's strategy on plastics in the circular economy, including microplastics in marine litter, is also being discussed within A.I.S.E. membership and we are contributing to the on-going discussions.



A.I.S.E. has also collaborated with the Packaging-Chain Forum by co-signing several statements addressing the concerns of the industry as regards sustainable packaging design and Extended Producer Responsibility (EPR) in the EU Single Market.

Another important aspect covered by the circular economy package is the use of bio-based material, and A.I.S.E. has created a task force to work on developing guidance for members on the sustainable sourcing of bio-based materials.

CHAPTER 3.

PROMOTING PRODUCT SAFETY AND EFFECTIVE LEGISLATION

We are proud of our reputation as a responsible and constructive partner in the development and implementation of legislative requirements. This role helps ensure an effective and efficient regulatory framework and an innovative and competitive environment for the industry, for the benefit of users and the environment. Much of this work is ongoing and focused on the Classification, Labelling & Packaging (CLP) Regulation, REACH, Biocidal Products Regulation and supporting the EU Better Regulation agenda. New areas of work we have embarked on in the past year include the ex-post assessment of the Detergents Regulation, the new Medical Devices Regulation as it impacts the professional cleaning and hygiene sector, and the next stage of the Better Regulation initiative (the 'fitness check' of chemicals legislation).

Evaluation of the Detergents Regulation

The Detergents Regulation stipulates that surfactants used in detergents must be fully biodegradable. In addition, it regulates how products should be labelled with ingredient and dosage information in order to protect human health (e.g. skin allergies) and avoid overuse of detergents. It also imposed a ban on inorganic phosphates in domestic laundry (as of 1 June 2013) and dishwasher detergents (as of 1 Jan 2017).

In November 2016, the European Commission published a roadmap for an ex-post evaluation of this Regulation, in place since 2005, to assess whether it is achieving its objectives in terms of effectiveness, efficiency, relevance, coherence and added value, in line with the Better Regulation policy and overall fitness check of chemical legislation. A 12-week public consultation opened in spring 2017.

A.I.S.E. has welcomed, and is contributing to, the review of this important piece of legislation, which could make the Regulation more effective and reduce overlap. We are proposing a maintenance of the existing derogations for the professional sector and a simplification of labelling requirements for consumer products, which we are exploring through our Better Regulation and Safe Use initiative (see below).

Driving safe use through better product labels

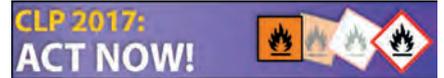
In line with the EU Better Regulation agenda, A.I.S.E. launched a project in 2016 to assess the relevance and consumers' understanding of back labels of detergent products. Ultimately, the aim is to improve these aspects and drive safer use behaviour. We hosted a multi-stakeholder workshop in June (see p. 4) to review the existing consumer research, as well as the perspectives of regulatory stakeholders, several medical experts and industry. A consensus emerged that there is an opportunity to improve the safety communication to consumers - by focusing on more relevant labels that are easier to understand and more effective at driving safe use practices. Since then, A.I.S.E. has undertaken further qualitative and quantitative consumer research to study different labelling approaches. This research covers whether consumers notice the safe use and first-aid instructions, how well they understand them, and whether they plan to act upon them.



FINDINGS FROM QUALITATIVE CONSUMER RESEARCH ON LABELS (JUNE 2016)

- Safety is not a driver when buying cleaning products. Consumers rely on their intuition and experience to decide on safe use actions. For first-aid in case of an accident, intuition also appears more important than label information.
- A majority of people claim that they read the labels at some point before use and that they know the information. But in reality, the back labels are rarely read in any detail and their content is poorly retained.
- Current regulatory labelling (more so since CLP) is experienced as excessive and confusing, and is poorly understood. Consumers prefer alternative approaches with less text, which were found to be more effective at communicating the message to keep away from children, and allowed allergy patients to more quickly and correctly find relevant information.
- The A.I.S.E. safe use icon "keep away from children" is very well understood, whereas the CLP "exclamation mark" pictogram is not understood at all. Other A.I.S.E. icons and CLP pictograms leave room for improvement.
- Since CLP, it's no longer possible to unambiguously identify a corrosive product based on the label, which could lead to inappropriate emergency treatment.

Classification, labelling & packaging



The Classification, Labelling & Packaging (CLP) Regulation continues to undergo adaptation as the European Commission, Member States and the European Chemicals Agency (ECHA) learn from its implementation. A.I.S.E. is an active contributor to the process, helping to ensure the optimal effectiveness of this core piece of legislation for our industry. As of June 2017, all products on the shelves will have to be classified and labelled according to CLP, as the transitional period comes to an end.

Contributing our expertise

A.I.S.E. provided expert and constructive input in a number of key areas over the past year to the established processes for managing the implementation of CLP:

- Contributed to the update of ECHA CLP guidance (published June 2016)
- Participated in the development of the next ECHA guidance update, taking account of the 8th adaptation to technical progress to CLP (ATP)
- Submitted proposals to the UN Globally Harmonised System of Classification and Labelling of Chemicals (GHS) which were included in the GHS working programme for 2017-18
- Further illustrated the application criteria of GHS bridging principles
- Contributed to the EU Commission proposal for a new annex to CLP on notifications to Poison Control Centres
- Advocated changes to allow the use of a number of languages in multilingual fold-out labels and called for these types of labels to also be used for professional products. These types of labels have been a key topic of discussion at recent meetings of CARACAL, the expert group that advises the European Commission and ECHA on REACH and CLP.



Driving industry and multi-stakeholder initiatives

Additionally, we continue to lead and progress a number of proactive initiatives relating to CLP:

HARMONISED REPORTING TO POISON CONTROL CENTRES

In March 2017, a new Annex VIII to the CLP Regulation was published. It concerns the harmonisation of information notifications to Poison Control Centres (PCCs) for hazardous mixtures, covering both consumer and professional mixtures. This new annex will make it obligatory to electronically notify national PCCs in all EU Member States of detailed information on the composition of detergents and maintenance products (e.g. identity of ingredients, their concentration and health effects, etc.). In addition a unique formula identifier (UFI) will have to be generated and reported on the label. These obligations will apply from 2020 for mixtures for consumer use.

A.I.S.E. was identified by ECHA as an active partner in the discussions and developments on this topic, including the planned workability study and working group on guidance related to the new requirements. A.I.S.E. also finalised the European Product Categorization System for detergents and maintenance products to be used for the notification to PCCs, participated in the technical testing of the IT applications and gave a presentation on the preparation of the sector towards the implementation of the future regulation during a Commission workshop with EU and Member States in January 2017.

DEVELOPING ALTERNATIVES TO ANIMAL TESTING

A.I.S.E.'s in-vitro programme to develop and gain acceptance for alternative testing methods to animal testing also made good progress. We submitted one testing method to the OECD for acceptance and held a workshop in October to update stakeholders on both this programme and DetNet (see p. 4). In April 2017, OECD agreed to adopt a new draft version of their Guidance Document which describes technical aspects and the detailed procedure of the use of histopathology and of the Isolated Chicken Eye test method. This is one of the two pillars of A.I.S.E.'s In Vitro strategy, and could potentially be approved by OECD in April 2018. A.I.S.E. will continue to work toward a wider acceptance of alternatives ways of classifying hazardous substances.

FACILITATING CLASSIFICATION THROUGH THE DETERGENT NETWORK FOR CLP CLASSIFICATION (DETNET)



A.I.S.E. launched DetNet in December 2013 to help companies classify their detergent products under CLP efficiently and effectively and we continue to actively promote the tool. In early 2016, we reached the milestone of 1,000 detergent mixtures classified with DetNet, and more than 200 experts from 150 companies trained to correctly use the system. Since late 2016, the database has been extended to include new reference tested mixtures on concentrated liquid laundry detergents and products with extreme pH.

AS OF MAY 2017

- 180 companies from 21 countries applied
- +/- 230 classification experts nominated
- +/-1,000 formulations classified with DetNet

www.det-net.eu

A.I.S.E. has continued to support companies preparing for the last REACH registration deadline on 31 May 2018, in close collaboration with the Downstream Users of Chemicals Coordination (DUCC) group, competent authorities and other relevant industry organisations and stakeholders.

Facilitating safe use communication

Ensuring the safe use of chemicals is at the heart of REACH. A.I.S.E., in coordination with DUCC, has been working on streamlining REACH safe use communication requirements for some time now, to help downstream users comply and ensure that safe use information is properly communicated down the supply chain and implemented. This past year we delivered a number of key tools and improvements.

In October 2016, we published improved Use Maps for our sector, which identify and describe the majority of the (end-)uses of products relevant to our sector, and SWEDs (Sector-specific Worker Exposure Descriptions), which provide the necessary information to assess the exposure of workers to products under typical working conditions. We also continued to promote the SUMI template (Safe Use Information for Mixtures) approach.

Francesca Angiulli presented the contribution to these CSR/ES Roadmap activities at a workshop in Brussels in May 2016 and at ENES 10 in Helsinki in November 2016. The overall approach to a leaner supply chain communication process was also presented in May 2016 in Amsterdam at the 70th Senior Labour Inspectors Committee, the body advising the Commission on all problems relating to the enforcement by Member States of EU legislation on health and safety at work.

Working with authorities to improve the implementation of legislation

In January 2017, A.I.S.E. submitted its contribution to the 2017 REACH review to the European Commission. Our position is broadly aligned with the rest of industry in demanding stability and predictability of the legislation, better coordination between the different regulations and a reduction in the administrative burden for industry compliance. We expressed our conviction that, with much better data now available, improvement in REACH processes can be achieved.



Coordinating efforts through DUCC



Downstream Users of Chemicals Co-ordination group

DUCC continues to lead progress on the CSR/ES Roadmap, focusing, in 2016, on delivering improved Use Maps and Exposure Assessment Inputs (SCEDs, spERCs and SWEDs) and information on safe use of mixtures (SUMIs). DUCC funded technical workshops on spERCs, held under the aegis of the ENES collaborative network, and represented downstream users at another workshop on use maps and at the ENES meeting in Helsinki.

In October 2016, DUCC issued a joint statement on use maps with ECHA and Cefic, which reiterates its core commitment to enhancing communication in the supply chain for the safe use of chemicals. It also published Tips for Downstream Users on Substance Evaluation under REACH to provide ideas on actions they may undertake in a timely way when a critical substance is listed for evaluation. The tips are available on the DUCC website, www.ducc.eu.

"Competitiveness of the industry must be at the forefront of all EU policies. This requires a fairer and deeper internal market. We therefore call onto the European Commission to make sure EU legislation is interpreted equally across Europe."

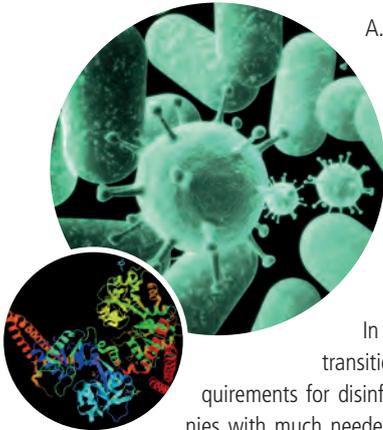
Arndt Scheidgen, A.I.S.E. President

Read
more on



[www.aise.eu/our-activities/
product-safety-and-innovation](http://www.aise.eu/our-activities/product-safety-and-innovation)

Biocidal products



A.I.S.E. continues to be active in support of companies whose products contain biocidal ingredients and who have submitted an increasing number of authorisation applications for both single products and families of products in 2016, in compliance with the Biocidal Products Regulation.

In May 2016, ECHA published its transitional guidance on the efficacy requirements for disinfectant products, providing companies with much needed detail as to the required testing strategies, test methods and pass criteria. Together with Cefic, A.I.S.E. has actively contributed to the development of this document, the final version of which was published in March 2017.

October 2016 saw the adoption of an amendment to the same Biocidal Products Regulation. The change makes it easier and less costly to get national authorisation for a product when an identical product has already been authorised or submitted for authorisation, easing the administrative burden on SMEs in particular.

In parallel, we welcomed the clarification that in-situ biocides do fall within the scope of the Biocidal Products Regulation and are now seeking more information on exactly what is needed for the in-situ dossiers for product submission, whose first deadline falls at the end of 2018.

Meanwhile, A.I.S.E., together with other industry bodies, continues to advocate for special attention to the case of in-can preservatives which face the threat of elimination under the regulation, leaving no viable alternative methods of preserving products like water-based paints. In collaboration with eight other industry associations, including CEPE, EPDLA and FEICA, we raised the issue with the Biocides Competent Authorities at their March 2017 meeting. Further discussion is anticipated at their upcoming meeting in September 2017 subject to the submission of additional information from industry.

New medical devices task force

A.I.S.E. has established a medical devices task force to better understand the requirements of the recently published Medical Devices Regulation and represent our member companies potentially affected by it. Under this regulation, products used to clean or disinfect medical devices are also themselves categorised as medical devices and it is therefore important to understand what the implications may be for manufacturers of such products.

Defining classification of mixtures for transport

The A.I.S.E. Transport WG has been active at UN level in the past year to propose a change in the transport legislation with regards to the criteria with which mixtures need to be classified as corrosive for transport. Together with Cefic, A.I.S.E. managed to get our proposal accepted in December 2016. This means it will become possible for formulators to determine the transport corrosivity classification of mixtures by either bridging principles or a calculation method. This can be seen as a big win for our industry, since the old classification system would have led to a high number of 'over-classified' mixtures with significantly higher costs for transporting those products.

Safety guidelines for handling enzymes

A.I.S.E.'s Enzymes Task Force held further webinars in 2016 covering aspects of enzyme safety and handling. Proceedings from all the webinars can be accessed on the A.I.S.E. website. Together with AMFEP (Association of Manufacturers and Formulators of Enzyme Products), the Task Force jointly developed guidelines for employees handling or working with enzymes. A list of tips and safe working practices has been prepared in the form of a poster for display in places where workers handle enzymes. The poster is available in many EU and some non-EU languages on the A.I.S.E. website.

New website for joint research platform on surfactants



In 2016, A.I.S.E. coordinated the development of a new website for ERASM, the joint CESIO/A.I.S.E scientific research platform on detergent-based surfactants and their impact on the environment and human health, which went live in February 2017. The new site communicates the outcome of risk assessment research across the surfactants' value chain over 25 years, together with relevant scientific and technical publications. www.erasm.org



Product Stewardship Programmes

Product Stewardship Programmes (PSPs) are voluntary A.I.S.E.-led industry initiatives to promote best practice and raise awareness about safe design and use of particular types of products. A.I.S.E. has run several such programmes since 2007 and currently has two underway.

Focus on indoor air quality

A.I.S.E. launched its second PSP for air fresheners in April 2016 to promote best practices in this category beyond the legal requirements that regulate the industry in Europe. By year end, three companies had signed up to the programme, committing to apply a voluntary set of rules and standards to all their products that essentially focus on good manufacturing and communication practices, including meeting the new voluntary CEN standards to measure product emissions. A.I.S.E., in conjunction with the candle industry associations (ECA and AECM) was instrumental in the development of these standards. The implementation of voluntary measures will be monitored using a common set of key performance indicators and signatories will be externally audited from 2018 onwards. Read more www.aise.eu/air-fresheners



Ensuring safe use of liquid laundry detergent capsules

In March 2015, A.I.S.E. launched an upgraded PSP, covering all liquid detergent capsules, to address on-going safety concerns about accidental exposures involving young children. At the same time, we supported an amendment to the CLP Regulation. This in effect legally extends a number of measures included in the voluntary PSP of 2012, as well as new requirements. In 2016, we conducted a research study with Poison Control Centres to better understand the causal circumstances of accidental exposures. The research confirmed the need for further consumer education on safe storage, as initiated with the "Keep Caps from Kids" campaign in 2014 (see below).

The latest data on incidents (until end 2016) involving liquid laundry detergent capsules in Europe shows that the number of incidents per million capsules sold has decreased substantially since the introduction of measures, and that the downward trend is still ongoing.

While the evolution of incidents is encouraging, we are concerned there are still too many incidents with this product category. We have therefore continued to explore further improvements, and in spring 2017, following preliminary discussion with the EU authorities, A.I.S.E. launched a third wave of the product stewardship programme for liquid laundry detergent capsules. Signatories to this PSP will commit to implement new voluntary measures, specifically on superior child impeding closures, an advertising code of conduct and further consumer education. The PSP will be open for signature as of mid-June 2017.



KEEP CAPS FROM KIDS



"KEEP CAPS FROM KIDS"

A.I.S.E. remains committed to on-going education and communication on the safe use of liquid laundry detergent capsules with parents and carers of young children. The key messages are driven through the Keep Caps from Kids portal which was developed in 2014 (via www.keepcapsfromkids.eu), and now has more than 20 partner organisations, including government ministries and national child safety organisations.

Work has begun on creating fresh and more emotionally engaging content for the campaign, using short, animated video and infographics. The objective is to drive consumers towards safe practices when using capsules, by keeping the campaign active and engaging its target audience. Once updated, the multi-lingual website will be promoted to drive home the message that it is essential to keep caps away from kids. The communications campaign is supported by several A.I.S.E. member companies active on the market and supports the commitments made by industry through the product stewardship programme.

CHAPTER 4.

REPRESENTING AND ADDING VALUE FOR MEMBERS

A.I.S.E.'s credibility and authority derive from the strength of our network of member companies and national associations, representing altogether over 900 companies supplying household and professional cleaning products and services across Europe. We are committed to leading and engaging in activities that deliver real added-value for all our members, thereby helping the industry to realise its vision.

A.I.S.E. MEMBERSHIP

A.I.S.E. BROADENS ITS MEMBERSHIP AND WELCOMES NEW MEMBERS

A.I.S.E enlarged once again its network by welcoming 3 new members, Hypred, Stanhome International and Bode-Chemie. The detailed list including contact persons of all A.I.S.E. members is available on page 18 of this report.



OPPORTUNITIES FOR MEMBERS

By joining A.I.S.E., companies that produce detergents and maintenance products, as well as national associations representing the local interests of their members, and partners in the value chain (such as raw material or packaging suppliers, retailers, the appliance sector etc.), will be able to:

- Participate in a wide industry network, both European and global
- Access valuable A.I.S.E. resources and tools
- Cooperate with partners in industry-wide sustainability initiatives
- Influence and contribute to the political agenda at EU level
- Drive the industry agenda and shape the future legislative environment
- Enhance their visibility as an active partner in Europe's cleaning and hygiene industry.

For more information on how to become an A.I.S.E. member, please get in touch with christine.boudet@aise.eu.

www.aise.eu/about-aise/membership-benefits

More information on membership

A.I.S.E. BOARD

(FROM JULY 2016 TO JUNE 2017)



Arndt SCHEIDGEN
(President)
Henkel



Eric GILLIOT
RB



Hans RAZENBERG
Belgium, Luxembourg,
The Netherlands



Valérie LUCAS
(Vice-President)
France



Ad JESPERS
Diversey Europe Operations



Jean-Bernard VIDAILLET
Colgate-Palmolive



Nadia VIVA
(Vice-President)
Procter & Gamble



Thomas KEISER
Austria, Germany,
Switzerland, Hungary



Françoise VAN TIGGELEN
(Observer)
Chairperson of the National
Associations Committee



Luis ZUNZUNEGUI
(Treasurer)
SC Johnson



Philip MALPASS
Ireland, United Kingdom



Heiko FAUBEL
(Observer)
Representing the professional
cleaning and hygiene sector



Giuseppe ABELLO
Greece, Italy



Anna OBORSKA
Poland, Czech Republic,
Slovakia



Welmoed CLOUS
Ecolab



Jörg PFUNDT
Dr Becher
Representing the Supporting
Corporate Members



Ana-Maria COURAS
Portugal, Spain



Mihaela RABU
Romania, Croatia



**Charles-François
GAUDEFROY**
Unilever



Finn RASMUSSEN
Denmark, Estonia, Latvia,
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(AS OF MAY 2017)

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Association Belgo-Luxembourgeoise des Producteurs et des Distributeurs de Savons, Cosmétiques, Détergents, Produits d'Entretien, d'Hygiène et de Toilette, Colles, Produits et Matériel Connexes DETIC



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Society of Traders and Producers of Cleaning Products, Washing Products and Cosmetics at the Croatian Chamber of Commerce - STPC - VPC



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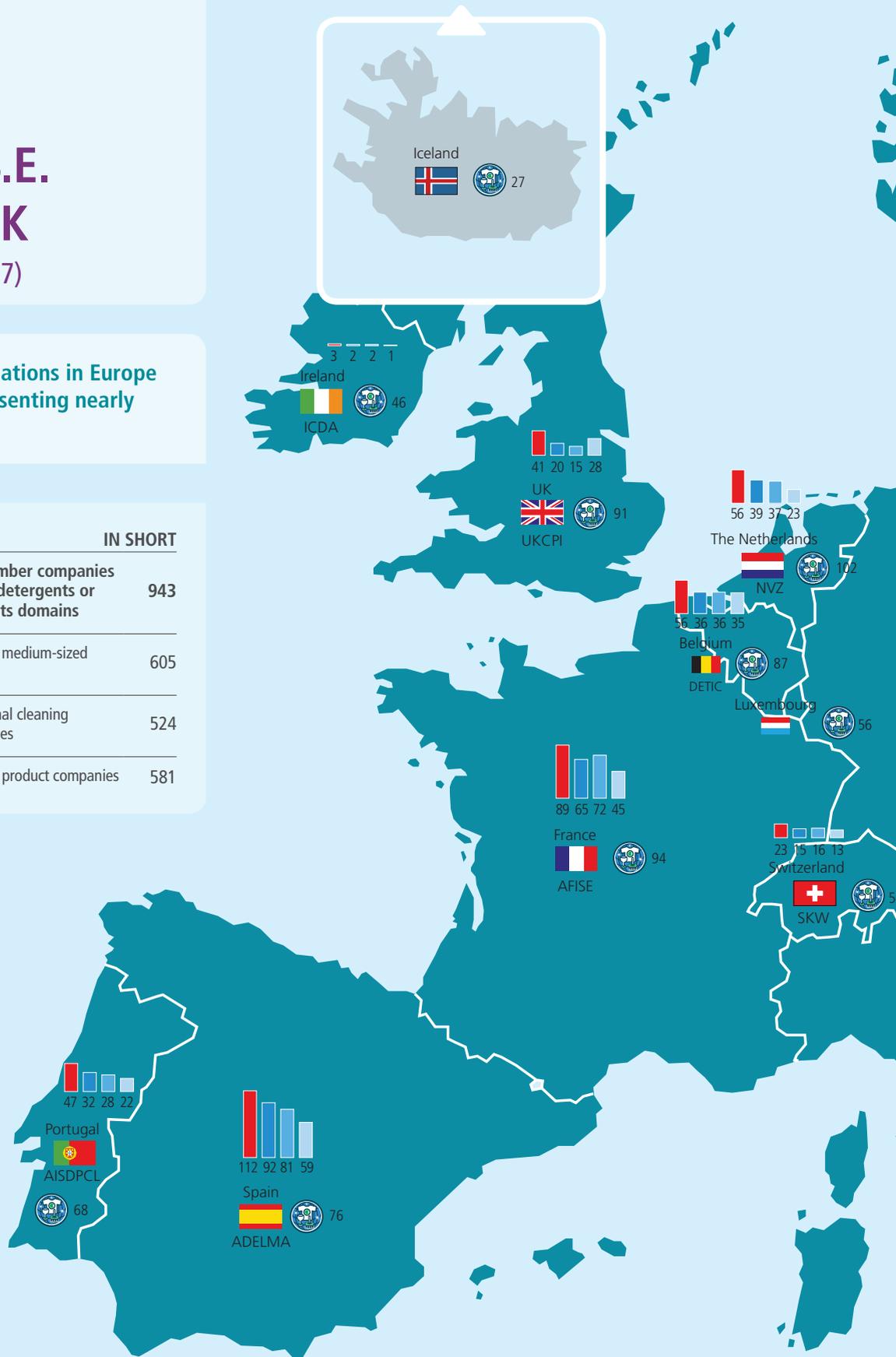
THE A.I.S.E. NETWORK

(AS OF MAY 2017)

29 National Associations in Europe and beyond, representing nearly 1,000 companies!

IN SHORT

 Total number of member companies active in the soaps, detergents or maintenance products domains	943
 of which small and medium-sized enterprises	605
 of which professional cleaning & hygiene companies	524
 of which consumer product companies	581



-  A.I.S.E. members in EU/EFTA (ordinary members)
-  A.I.S.E. members outside EU/EFTA (extraordinary members)
-  Member of A.I.S.E. network
-  Charter member companies (manufacturers and distributors)



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