

COMPACTION

More compact products provide equivalent cleaning performance

All over Europe, detergents are becoming more concentrated, using less raw materials, less packaging, with reduced waste and lower CO₂ emissions

Compaction

- Product concentration and adequate consumer information
- More sustainable level of consumption of products during the laundry process
- Environmental impact of the laundry process reduced

PRODUCT SCOPE

- Heavy-duty and light-duty laundry powder detergents
- Liquid laundry detergents
- Fabric conditioners



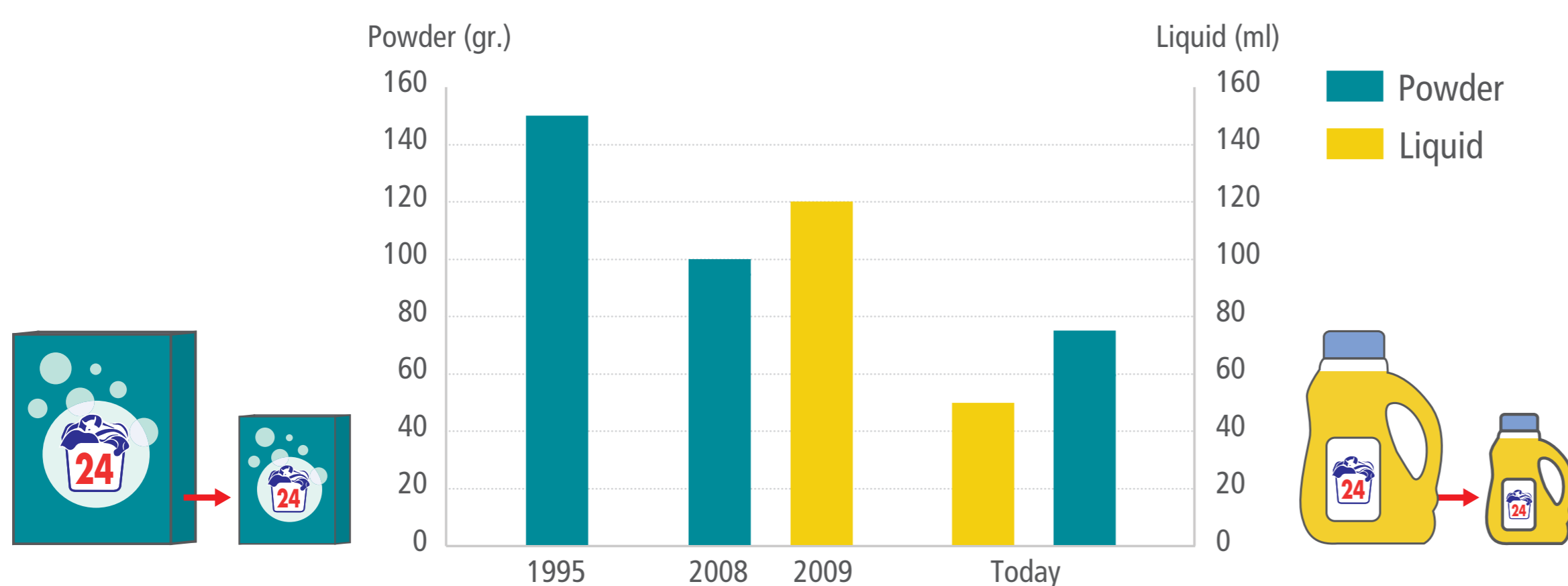
Correct dosage is key

- Dosing instructions to inform consumers to use less detergent for the same washing performance
- Number of washes indicated on each pack
- Sustainability benefits during the use phase
 - Same performance
 - Smaller dose



High quality performance with less quantity

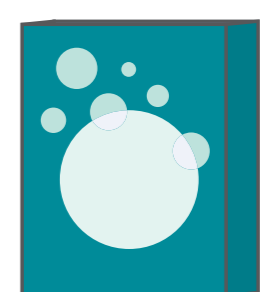
Dosage - Evolution of the market



MAXIMUM RECOMMENDED DOSAGE PER STANDARD WASH - A.I.S.E. PREPS* REQUIREMENTS

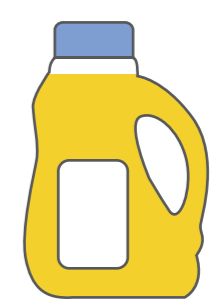
POWDER:

- 2000: 110 gr
- Today: 75 gr



LIQUID:

- 2009: 75 ml
- Today: 55 ml



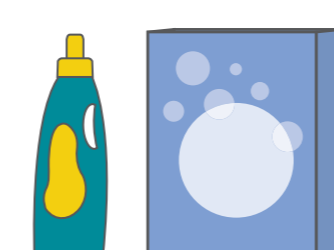
How A.I.S.E.'s industry work has helped

Since 2000, A.I.S.E. has run a number of Product Resource Efficiency Programmes (PREPs). These programmes involve:

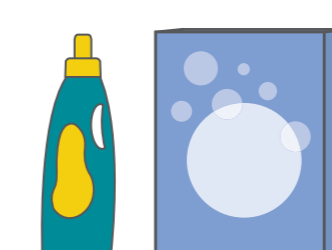
- Optimal use of ingredients, packaging and energy used in specific product categories
- Voluntary commitments by detergent companies
- Higher levels of concentration in a shorter timeframe (vs. without industry initiative)
- Common approach to drive sustainable habits amongst consumers

*More details: www.aise.eu/preps

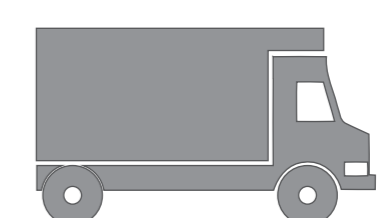
Environmental savings



Ingredients (tonnes)



Packaging (tonnes)



Truck journeys



First A.I.S.E. industry compaction initiative (2004-2008 in the EU and EFTA) - savings

390,000

21,300

17,580



Current initiative for laundry liquid detergents (2016-2018) - further potential savings

350,000

14,000

17,400