

A·I·S·E

Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien  
International Association for Soaps, Detergents and Maintenance Products

60<sup>th</sup>  
Anniversary

Visions for the future,  
tackling **societal** and  
**sustainability** challenges



Featuring an overview of A.I.S.E.'s major achievements between 1952-2012

MAJOR  
EUROPEAN AND  
INTERNATIONAL  
DEVELOPMENTS

KEY  
ASSOCIATION  
ACTIVITIES

TECHNOLOGICAL  
INNOVATIONS

"DID YOU  
KNOW  
THAT...?"

ASSOCIATION  
MEMBERS

## Welcome to A.I.S.E.'s 60<sup>th</sup> Anniversary!



**Susanne Zänker**  
A.I.S.E. Director  
General



**Charles-François  
Gaudefroy**  
A.I.S.E. President

*Back in 1952 when A.I.S.E.'s parent association was first created, times were very different... its membership included "just" 5 countries. Today it covers 34 National Associations in 39 countries, representing more than 900 companies! The key topics at the core of industry's work focused then on economic and trade issues as well as statistics. The Biocides, CLP, Detergents or REACH Regulations were not even in existence, whilst today these are the core pieces of the numerous legislations governing our industry.*

*During the 50s, Europe was entering a new period of reconstruction, prosperity and economic growth. 1952 saw the signing of the Treaty on Coal and Steel, one of the founding principles of the future "European Union". In 2012, we are pleased to see the EU receiving the nobel prize for peace. However the prevailing preoccupations linked to the fiercest economic recession ever known in this part of the world are affecting our members, consumers and governments. Globalization, social media, corporate social responsibility were inexistent 60 years ago and our grand-parents were far from imagining that just a few decades later, we - their grand-children- would be living a 'three planet lifestyle'...*

*Times have dramatically changed. And still, life today would be unimaginable without the products and services delivered by the soaps, detergents and maintenance products industry. The role of this industry is to continue delivering cleanliness and hygiene in and outside the home, for the benefit, health and safety of all citizens. Adapting to the issues of today, we do this in many different ways by addressing the scarcity of resources and proactively driving the sustainability agenda through innovation and covering equally the social, economic and environmental pillars.*

*For us to continue being a proactive and sustainable industry, we need a strong network of companies and National Associations, and good dialogue with all interested bodies. We believe that A.I.S.E. has successfully managed to be the trusted and recognized voice of the sector, building its reputation over the last 60 years as a credible and reliable partner. We look forward to pursuing this exchange and continue driving responsibly and transparently the challenges ahead with you, industry members, value chain partners and external stakeholders over the next decades. Thank you!*

# Programme

- 14:00 **Arrival and refreshments**  
14.30 **Welcome and introduction to Information Day**  
Susanne Zänker, Director General, A.I.S.E.  
Peter Woodward, Conference Moderator

## Visions and reality to meet the sustainability challenge

- 14.45 **A business sector on the move towards sustainability**  
Susanne Zänker, Director General, A.I.S.E.
- 15.00 **The role of leadership in transformation**  
Tim 'Mac' Macartney, Sustainability Leader, Embercombe
- 15.15 **The imperative for and progress towards an inclusive green economy**  
Janez Potočnik, European Commissioner for the Environment
- 15.35 **Reshaping business for true sustainability**  
Paul Polman, CEO, Unilever
- 15.55 **Visions and reality**  
How ambitious must we be and how do we ensure the whole sector moves? Panel discussion with:
- Daniel Calleja, Director General, DG Enterprise, European Commission
  - Ad Jespers, Director of Global Regulatory Affairs, Sealed Air (Diversey)
  - Tim 'Mac' Macartney • Paul Polman • Janez Potočnik
  - Susanne Zänker
- 16.30 **Break**

## Engaging with consumers — the vital link

- 16.50 **The vital link in the chain**  
Valérie Séjourné, Director of Communications & Sustainability, A.I.S.E.
- 17.00 **A business perspective**  
Jonas Samuelson, Head of major appliances - Europe, Middle East and Africa, Executive Vice-President of Electrolux
- 17.15 **A consumer perspective**  
Monique Goyens, Director General, BEUC
- 17.30 **The vision of the Commission**  
Jacqueline Minor, Director of Consumer Affairs, DG SANCO, European Commission
- 17.45 **Effective strategies in a competitive world**  
Panel discussion on issues and approaches with:
- Christian Verschueren, Director General, Eurocommerce
  - Monique Goyens • Jacqueline Minor • Jonas Samuelson
  - Valérie Séjourné
- 18.10 **Closing remarks**  
Charles-François Gaudefroy, President, A.I.S.E.
- 18.15 **Evening reception**



*“Throughout the last 60 years, the A.I.S.E. network has adapted to the growth of the EU whilst recognising the changes within the industry. The challenge for the future is to continue to harness the industry’s knowledge to enable a sustainable future for all members. National Associations confirm their engagement to continue to work towards this common goal, together with the direct members and the A.I.S.E. staff. As Aristotle rightly said, ‘the whole is greater than the sum of its parts’”.*

**Françoise Van Tiggelen**

Chair of the National Associations Committee



*“The A.I.S.E. network is unique! National Associations provide a sensitive antenna to pick up local developments from policy makers and opinion formers, whilst at the same time delivering advocacy at a national level to achieve the common agenda of A.I.S.E. On the other hand, the teams that develop our positions are drawn from experts both within A.I.S.E., the network and from the larger companies. By managing the interaction between these players, A.I.S.E. has a truly formidable, cost effective and unique network”.*

**Philip Malpass**

Vice-Chair of the National Associations Committee

**A.I.S.E. Ordinary National Association Members**

- |                         |                 |
|-------------------------|-----------------|
| ADELMA (ES)             | KOZMOS (HU)     |
| A.I.S.D.P.C.L. (PT)     | KOZMODET (RS)   |
| AFISE (FR)              | K.P.C. (SI)     |
| ASSOCASA (IT)           | K.T.F. (SE)     |
| BADI (BG)               | LAKIFA (LV)     |
| CSZV (CZ)               | LIKOCHEMA (LT)  |
| CADCMA (CY)             | N.V.Z. (NL)     |
| POLISH ASSOCIATION (PL) | U.K.C.P.I. (UK) |
| DETIC/ESSENCIA (BELUX)  | RUCODEM (RO)    |
| EKTL (EE)               | SEVAS (GR)      |
| F.C.I.O. (AT)           | SKW (CH)        |
| I.C.D.A. (IE)           | SPT (DK)        |
| IHO (DE)                | STPC – VPC (HR) |
| I.I.H. (SE)             | SZZV (SK)       |
| IKW (DE)                | TY (FI)         |
|                         | V.L.F. (NO)     |



*“SC Johnson has been committed to sustainability for decades, and to making better home cleaning, air freshener and pest control products for families. By partnering with A.I.S.E. and its member companies, advances have been made through industry-driven initiatives like A.I.S.E.’s Air Freshener Product Stewardship Programme and the EU Biocidal Products Regulation”.*

**Victor Puente**

Senior Vice President, S.C. Johnson Europe



*“We believe collaboration is the key component to innovation and sustainability. As such, we are committed to working with our customers to reduce their total cost to clean, improve operational efficiencies and reduce waste while maintaining a safe and healthy workplace”.*

**William V. Hickey**

CEO, Sealed Air (Diversey)



*“The big issues the world is facing require new approaches, new business models and new partnerships. Responsible businesses must take a more active leadership role. Unilever is playing its part through the Unilever Sustainable Living Plan. It is great to see A.I.S.E. helping to give a lead on behalf of the industry”.*

**Paul Polman**

CEO, Unilever

**A.I.S.E. Ordinary Company Members**

COLGATE PALMOLIVE

ECOLAB

HENKEL

MCBRIDE

PROCTER AND GAMBLE

RECKITT BENCKISER

S.C. JOHNSON EUROPE

SEALED AIR (DIVERSEY)

UNILEVER



*“During its 60 years of development, A.I.S.E. has been witnessing shifting consumer needs, expectations and preferences. While in the earlier days, consumer comfort (and women’s liberation from harassing household tasks) led innovation, very quickly safety concerns were expressed; later global awareness related to environmental and broader sustainability challenges began to develop. A.I.S.E. made genuine efforts to address these concerns and the industry constantly adapts. This is however a never-ending task. New technologies bring new opportunities, but also new risks, that have to be properly assessed before consumers and the environment are exposed to them. Consumers count on the Detergent Industry to adopt a precautionary and sustainable approach in their innovation policy. We believe that A.I.S.E. can play a crucial role in keeping that objective in mind”.*

**Monique Goyens**

Director General, BEUC



*“Over the past 60 years, the Detergent Industry has through its association, A.I.S.E., constantly responded to consumer needs by delivering efficient and safe products. Its proven ability in moving ahead and responding to new challenges through, in particular many voluntary actions will, I am convinced, ensure that it continues to deliver innovative and sustainable products for the future. More than ever, we need a sustainable and competitive EU Detergent Industry that actively contributes to the successful implementation of the EU’s Industrial Policy and its Mission: Growth!”*

**Daniel Calleja**

Director General, DG Enterprise, European Commission



*“When one reaches a significant anniversary it is a good time to look back on what you have achieved, but also at what the challenges of the future will bring. A.I.S.E. is even older than the European institutions, after all the Treaty of Rome was signed only 55 years ago, but I am sure that A.I.S.E. will not retire at 60. The last decades have seen the construction of a peaceful and prosperous continent. They have also seen a revolution in the way we live and the way we consume. A.I.S.E. and its members have accompanied this with the development of modern cleaning products adapted to those lifestyles. In the next 60 years we will be largely defined by our ability to limit the pressure that our growth and consumption puts on the resources on which we depend. A.I.S.E. is already working with its members to provide better information to customers on the sustainability of their products, for example, its Charter for Sustainable Cleaning. We have a major challenge over the next 60 years and well-designed voluntary initiatives can play an important part in delivering resource efficient growth”.*

**Janez Potočnik**

European Commissioner for the Environment



*"We welcome the strong and sustainable voluntary initiatives carried out within the A.I.S.E. network for the past 60 years. Through these, the detergent industry has set benchmarks on a global level. Henkel is confident that our industry will reach its ambitious objectives. As a committed leader in sustainability, we are proud to act together with A.I.S.E. as pacesetters in helping achieve the goals of the EU 2020 Strategy".*

**Kasper Rorsted**

CEO, Henkel



*"McBride, Europe's leading private label household and personal care manufacturer, congratulates A.I.S.E. on its 60<sup>th</sup> anniversary and foresees an equally active future for the organisation representing cleaning product manufacturers in Europe. It is vital for all manufacturers - large and small, brand and private label – that their freedom to innovate and compete is protected within the ever increasing scope and detail of EU regulation, and A.I.S.E.'s role in securing that protection is to be strongly supported".*

**Chris Bull**

CEO, McBride



*"We at P&G are delighted with A.I.S.E.'s ambitious sustainability initiatives and the strong stakeholder support that they get. Continuing successful sustainability programs for detergent and softeners and creating novel multi-stakeholder campaigns to engage consumers to wash at 30°C or below will improve the quality of life of our consumers and will help the planet".*

**Gianni Ciserani**

Global Group President Fabric Care, P&G



*"Sustainability is central to Reckitt Benckiser's vision and purpose. We actively support A.I.S.E.'s sustainability vision and voluntary initiatives. We share a joint ambition to benefit society by improving the quality and comfort of life. Reckitt Benckiser works with A.I.S.E. to do this through health and hygiene and in providing innovative solutions for healthier lives and happier homes. Its a great testament to A.I.S.E.'s 60 years that they have achieved so much and yet still drive to achieve so much more for the lives of consumers".*

**Rakesh Kapoor**

CEO, Reckitt Benckiser

60<sup>th</sup>  
Anniversary

1952  
2012

An overview of the major European and international developments, the key association activities and the main technological innovations of the industry.

MAJOR  
EUROPEAN AND  
INTERNATIONAL  
DEVELOPMENTS

KEY  
ASSOCIATION  
ACTIVITIES

TECHNOLOGICAL  
INNOVATIONS

*"DID YOU  
KNOW  
THAT...?"*

ASSOCIATION  
MEMBERS

In the  
**1950s**



- Signature of the Treaty of Paris, forming the European Coal and Steel Community (1952)
- Signature of the Treaty of Rome, forming the European Economic Community (Belgium, France, Germany, Italy, Luxembourg, The Netherlands) (1957)



- AIS (at the origin of A.I.S.E.) was created on 24 October 1952 under the name "Association Internationale de la Savonnerie et de la Détergence" in Antwerp. Its head office was initially based in Paris
- Development of common nomenclatures and statistics
- AIS was initially mainly active on economic and trade issues



#### LAUNDRY:

Switch from natural soap (fat-based) to synthetic (i.e. chemical ingredients-based) detergents



#### CLEANING:

Introduction of general purpose cleaners

#### DISH-WASHING:

Introduction of hand dish-washing liquids and automatic dish-washing powders



- *In the early 50s, washing was a chore, done in a boiler with a scrubbing board, usually just once a week - but it took all day*
- *It was in the 50s that AIS companies first started using plastic bottles (for dish-washing liquids), leading to a real packaging revolution!*
- *The initial working languages in AIS were German and French*

**1952**  
France



**1952**  
Belgium



**1952**  
Luxembourg



**1952**  
Germany



**1952**  
The Netherlands



**1954**  
Switzerland



**1955**  
Austria



**1958**  
Italy



## In the 1960s



- Establishment of the European Free Trade Association (1960)
- Institution of the Common Agricultural Policy (1962)
- Publication of the first European legislation about chemicals (through an EC directive on the classification, packaging and labelling of dangerous substances) (1962)



- Gradual shift towards human and environmental safety issues
- Harmonisation of taxes and custom duties for raw materials used in the soap and detergent industry (1963)
- Introduction of a hygiene education programme for children (1963)
- Progressive voluntary introduction of biodegradable surfactants for laundry detergent powders (1964)



### LAUNDRY:

Introduction of enzymes in soaking products; introduction of fabric softeners; introduction of low foaming detergents for drum washing-machines



### CLEANING/INDUSTRIAL & INSTITUTIONAL PRODUCTS:

Introduction of "cleaning in place" industrial products, e.g. cleaning pipe-work, pumps, tanks 'in place' without the need for dismantling

### DISH-WASHING:

Introduction of automatic dish-wash rinse aids

### AIR FRESHENERS:

Introduction of aerosol air fresheners



- *FIFE, the international association for maintenance products was created in 1967*
- *Regular factory visits and networking opportunities for the many Small and Medium-sized Enterprises (SME club) already started in the 1960s*

1961  
Portugal



1963  
United Kingdom



1962  
Spain



1969  
Norway



# In the 1970s



- United Nations Summit on Man and the Environment in Stockholm, followed by the EC summit in Paris calling to take action in the environmental field (1972)
- EEC expansion to 9 (with UK, Ireland, Denmark) (1973)
- Creation of the European Council (1974)
- First direct election of the European Parliament (1979)



- Agreement within industry for the adoption of Standardised Packaging Sizes (called "E-sizes") (1970)
- *EU Directive on the biodegradability of surfactants* (1973)
- *EU Directive on Packaging* (1976)
- *EU Directive on cosmetic products (relevant for soaps in AIS)* (1976)
- AIS and FIFE harmonise the information to be provided to Poison Control Centers (1977)



## LAUNDRY:

Introduction of phosphate replacement ingredients; introduction of low temperature bleach; introduction of products with built-in softener

## CLEANERS:

Introduction of liquid scouring products

## BLEACHES:

Introduction of gel-like bleaches



## INDUSTRIAL PRODUCTS:

Introduction of amphoteric surfactants for metal cleaning



- *The AIS seat moved officially in 1974 from Paris to Brussels*
- *In that period, the association already started regular dialogues with consumer organisations*



- *Cooperation with the US Soap and Detergent Association was initiated*

1972  
Denmark



1973  
Ireland



1972  
Sweden



1974  
Finland



# In the 1980s



- Greece joined EEC (10), followed in 1986 by Spain and Portugal (12) (1981)
- Creation of the Directorate-General for Environment within the European Commission (1981)
- Adoption of the flag as emblem of the EU (1986)
- Entry into force of the European Single Act (1987)
- Brundtland report: "Our common future", introducing the concept of Sustainable Development (1987)
- Fall of the Berlin Wall (1989)



- *EU Directive on Nominal Quantities (Standardising product weights and volumes) (1980)*
- AIS developed and promoted safety pictograms for Industrial and Institutional products (1984)
- *EU Dangerous Preparations Directive (1988)*
- AIS organised the first workshop on the "Principles for Environmental Risk Assessment of Detergent Chemicals" (1989)
- AIS and FIFE voluntary agreement on ingredient labelling (of detergent and maintenance products) officialised by an EC Recommendation (1989)



## LAUNDRY:

Introduction of liquid products; introduction of concentrated rinse conditioners/softeners



## CLEANERS:

Introduction of "specialist" products for kitchens, bathrooms, floors, walls, etc

## DISH-WASHING:

Introduction of liquid automatic products

## AIR FRESHENERS:

Introduction of CFC-free aerosols and pump spray aerosols



## INSTITUTIONAL PRODUCTS:

Introduction of automatic dose concentrated products



- *In 1985, English became the AIS internal working language*
- *AIS obtained a consultative status in UN and other international organisations (WHO, RID, UNEP, GATT...) in 1981*

## In the 1990s



- UN Earth Summit in Rio, adopting, among others, a Global Harmonised System on classification and labelling of substances and chemical preparations (1992)
- Entry into force of the EU Maastricht Treaty and start of the internal market (1993)
- Austria, Finland and Sweden joined EU (15) (1995)
- EU Amsterdam Treaty (1997)



ERASM  
Environmental Risk  
Assessment and  
Management

GREAT-ER  
Geography-referenced  
Regional Exposure

- Creation of ERASM, a joint initiative with the surfactants industry (CESIO) for risk assessment and pro-active development of the GREAT-ER project (1991)
- Organisation of the 2<sup>nd</sup> and 3<sup>rd</sup> workshops on Risk Assessment (1992-95)
- EU Regulation on risk assessment of existing chemicals (1993)
- EU Directive on packaging and packaging waste (1994)
- EU Unit Pricing Directive (1998)
- EU Directive on Biocidal Products (1998)
- Voluntary Code of Good Environmental Practice for household laundry detergents officialised by an EU Recommendation (1998)
- Revision of the EU Directive on Dangerous Preparations (1999)
- A.I.S.E. and chemical manufacturers, through CEFIC, developed the HERA project on Human & Environmental Risk Assessment (1999)



### LAUNDRY:

Introduction of compact products; introduction of tablets

### CLEANERS:

Introduction of antibacterial cleaners and launch of disinfectant wipes



### DISH-WASHING:

Introduction of automatic dish-washer tablets

### BLEACHES:

Introduction of oxygen-based bleaches

## A·I·S·E

- On 1<sup>st</sup> December 1995, the two associations AIS and FIFE merged to create A.I.S.E.
- A.I.S.E. already started preparing membership for associations from Central & Eastern European countries
- In 1998, A.I.S.E. acquired an observer status in the OSPAR Commission, aimed at protecting the North Atlantic Ocean

1995  
Czech Republic



1995  
Poland



1995  
Hungary



1996  
Cyprus



# In the 2000s



- EU Treaty of Nice (2001)
- The € became the common currency in 12 EU countries (2002)
- World Summit on Sustainable Development in Johannesburg (2002)
- 10 countries from Central and Eastern Europe formed part of the EU (with 8 joining in 2004 and 2 more in 2007) (2007)
- The European Commission published its SCP/SIP Action Plan (2008)
- EU Treaty of Lisbon (2009)



- ISO Standard 105-C09 to predict colour fastness of fabrics was adopted (2001)
- A.I.S.E. created DUCC (Downstream Users of Chemicals Coordination Group) (2001)
- A.I.S.E. launched Charter for Sustainable Cleaning (2004)
- EU Detergents Regulation firstly introduced (2004)
- A.I.S.E. launched Laundry Sustainability Projects (LSPs) – now known as Product Resource Efficiency Projects (PREPs) (2006)
- A.I.S.E. launched Air Fresheners Product Stewardship Programme (2007)
- EU REACH Regulation (2007)
- EU CLP Regulation (2008)
- Cleanright.eu, the consumer information portal, was launched by A.I.S.E. and the European Chemical Industry Council, Cefic (2008)



## LAUNDRY:

Introduction of liquid capsules; low temperature washing (enzymes); super concentrated laundry liquids; concentrated fabric conditioners



## LAUNDRY/DISH-WASHING:

Combined powder/liquids unit dose

## DISH-WASHING:

Multi-functional tablets; ADW phosphate free formula; soluble wrappers; ADW concentrated liquid detergents

## CLEANERS:

Oxygen-based cleaners made available for toilet bowl cleaners; electric plug air fresheners



- Washright TV campaign ran for fourth consecutive year in 2003



- In 2004, A.I.S.E. held its first Stakeholder Information Day
- In 2006, A.I.S.E. launched its first Sustainability Report
- In 2007, A.I.S.E. became an official stakeholder of the newly founded European Chemicals Agency, ECHA
- In 2009, A.I.S.E. launched the REACH Exposure Assessment Consumer Tool, REACT

2000  
Romania



2004  
Estonia



2006  
Croatia



2001  
Slovenia



2004  
Latvia



2008  
Panarabian Peninsula

2002  
Lithuania



2005  
Slovak Republic



2008  
Egypt



2002  
Russia



2006  
Bulgaria



2009  
Ukraine



From  
**2010**  
onwards



- Europe 2020 Strategy (2010)
- Arab Spring (2011)
- RIO + 20 Earth Summit (2012)
- The European Union is made up of 27 Member States with an additional five 'candidate countries' in various stages of the accession process (2012)



- A.I.S.E. introduced an integrated strategy for Classification, Labelling and Packaging of products via in-vitro data generation and Industry Classification Network (ICN) (2010)
- European Cleaning and Washing Habits Survey report (2011)
- EU Detergents Regulation update (2012)
- EU Biocides Regulation (2012)
- A.I.S.E. launched Product Resource Efficiency Project for Laundry Powder Detergents and for Fabric Conditioners (2012)
- A.I.S.E. and Candle Associations, AECM and ECA, introduced a CEN standard that covers a testing protocol, candle emission limits and communication to consumers
- A.I.S.E. celebrates its 60 Years! (2012)



**LAUNDRY:**  
Laundry sheets; sustainable renewable materials (ingredients, packaging)



**CLEANING:**  
Introduction of liquid capsules for cleaning floors; introduction of cleaners to remove limescale and prevent dirt residues from building up in washing machines

**60<sup>th</sup>**  
Anniversary



- A.I.S.E. Charter Update 2010 introduced Advanced Sustainability Profile (ASP) dimension



- In January 2010, A.I.S.E. welcomed its 100<sup>th</sup> member to the Charter

- In 2011, emissions of CO<sub>2</sub> from Charter Companies fell by -9% per tonne of production on a like-for-like basis, making a total decline of -22% since 2006



- 6,123 million packs carry the A.I.S.E. Safe Use Icons in 2011 in 25 languages

- In 2011, Cleanright reached out to 520 million consumers in Europe through its availability in 25 languages

2010  
Serbia



# Acknowledgement of Thanks

Our thanks go to Turkish artist Mehmet Ali Uysal for his installation "Giant Wooden Peg", for allowing us to feature his creation in the context of A.I.S.E.'s 60<sup>th</sup> anniversary.\*

This installation can be seen in the Chaudfontaine park (Belgium), in the context of the "Festival des 5 saisons".

More info:

<http://mehmetaliuysal.com/>

<http://www.festival5saisons.org/>

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60<sup>th</sup> Anniversary event website:

[www.aise.eu/infoday2012](http://www.aise.eu/infoday2012)