



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

CHARTER 2010: ADVANCED SUSTAINABILITY PROFILES FOR HOUSEHOLD SOLID LAUNDRY DETERGENTS - 10 FEBRUARY 2011 -

Introduction

This document sets out the proposed Advanced Sustainability Profiles (ASP) requirements for solid laundry detergents in the context of the A.I.S.E. Charter for Sustainable Cleaning 2010.

Based on Life Cycle Analysis and as detailed in the substantiation dossier, the ASP for this product category cover 3 parameters:



Companies wanting to apply the ASP Charter 2010 requirements to their products must comply with the following key areas detailed in this document:

- a) ensure that the product has been manufactured at a site covered by the CSP verification on at least 75% of the production
- b) check the product's profile against the category key LCA Parameters and verify that it equals or exceeds the stated Advanced Sustainability Profile;
- c) check the product's ingredients against the Environmental Safety Check and verify that all the ingredients in the product formulation give environmental concentrations at or below the predicted 'no effect' level for aquatic toxicity;
- d) ensure the product label provides relevant end-user sustainability information as prescribed for each category by Charter 2010 (as detailed in Annex)

Timing

- From 18 Dec. 2009 till 27 Jan 2010: Internal and external consultations on ASPs for laundry detergent powders and liquids and fabric conditioners
- By 1 July 2010: Finalisation of ASP packages
- By 1 July 2010: Availability of ASPs to the industry
- 1 July 2010 till 30 June 2011: Preparation period for implementation of ASPs
- As from 1 July 2011: Activation – products complying with Charter 2010/ASP requirements for solid laundry detergents can start to appear on shelves with ASP logo

ASP criteria

Criteria for household Solid Laundry Detergent Powders (including tablets)

The following requirements in each of these domains (i.e. product formulation, packaging and end-use information) should be fulfilled in order to reach Advanced Sustainability Profiles (ASP) status.

Product formulation	Pass successfully Environmental Safety Check (ESC)* on all ingredients AND Dosage g/job: ≤ 85g AND Dosage ml/job: ≤ 135ml
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 7.0g
Packaging re-cycled content	Board: ≥ 60% Materials other than board: No minimum, but any re-cycled plastic content is excluded from calculation of packaging weight per job
Wash temperature	Ability to wash at ≤ 30° C indicated on pack
End User Information	End-user info on-pack (see Annex): Washright panel
<i>Performance</i>	<i>Evidence has to be provided (in case of external verification organised by A.I.S.E.) that the product has been performance tested and reached a level acceptable to consumers consistent with claims made.</i>

*All details on the ESC can be found on the Charter technical website:

www.sustainable-cleaning.com

Clarifications/Definitions:

Job: following the Detergent Regulation EC 648/2004 the “standard washing machine loads are 4,5 kg dry fabric for heavy-duty detergents and 2,5 kg dry fabric for low-duty detergents”.

Ingredients per job/ heavy-duty detergents: based on medium water hardness and normally soiled fabric

Ingredients per job/ low-duty detergents: based on medium water hardness and lightly soiled fabric

Packaging weight per job: Total (primary + secondary) packaging (g/job) - based on the volume weighted average for all SKUs of one brand variant with the same formulation per country. Variants of the brand which do not pass all other ASP category tests and/or are not intended to carry the ASP logo must be excluded from the calculation. Dosage devices – apart from closures – are not to be considered as packaging.

Primary/secondary/tertiary packaging: following definitions from the European Parliament and Council Directive 94/62/EC of 20 December 1994 on packaging and packaging waste:

- primary packaging, i. e. packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase;
- secondary packaging, i. e. packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units whether the latter is sold as such to the final user or consumer or whether it serves only as a means to replenish the shelves at the point of sale; it can be removed from the product without affecting its characteristics; SRB (shelf ready box) and AB (American box) are to be considered as secondary packaging.
- tertiary packaging, i. e. packaging conceived so as to facilitate handling and transport of a number of sales units or grouped packagings in order to prevent physical handling and transport damage.

Note: Packaging which functions both as secondary (case) and tertiary (transportation unit) packaging, intended to function as an in-store free-standing floor display unit, is regarded as tertiary packaging for the purpose of this definition.

Packaging re-cycled content: in countries where re-cycled board is not available and a use of it would be a disadvantage for sustainable reasons, the use of re-cycled board is not required.

Re-cycled: waste re-cycled after use

ANNEX: END USER INFORMATION

The following options are possible in order to fulfill the ASP criteria on End User Information for solid laundry detergents. Professional graphic files and guidelines are available on www.aise.eu/end_user_info

1. Washright Panel with sentences

Option a)



Option b)



2. 'Silent' Washright Panel

Option a)



Option b)

