



A.I.S.E CHARTER FOR SUSTAINABLE CLEANING CHARTER UPDATE 2010 LOGOS ON PACKAGING & PROMOTION- TECHNICAL SPECIFICATIONS - Version 1.1. (4 March 2011)

NB: Use of the Charter update 2010 logos is covered by the original Licence Agreement and is permitted only to those companies officially committed to the A.I.S.E. Charter for Sustainable Cleaning, version 2010.

Conditions for use of these logos are clearly outlined in the Licence Agreement.

CHOICE OF LOGO ON PACKAGING

Company logo :

It is recommended to position this logo adjacent to the manufacturer's name or address.



Company and product logo

(*ASP logo - for products conforming to ASP criteria) :

It is recommended to position this logo on the front of product packs.



Use of logo for corporate identity of the Charter and use on corporate communication material :

Charter update 2010 companies should use the Charter update 2010 company logo and the ASP logo where relevant in relation to ASP products.

Logo elements

The website address and accompanying sentence are mandatory and may not be removed from the logos. Positioning shall follow the guidelines as set out in the chapter 'Accompanying sentence and display options on pack' on pages 3 and 4.

REPRODUCTION SIZE

The logos must be in proportion to the pack size. The minimum size of the company logo circle (diameter) shall not be smaller than 10 mm. The minimum size of the ASP logo inner circle (diameter) shall not be smaller than 8 mm. For both logos: The surface of the logos on pack shall be not smaller than 1% and not bigger than 5% of the pack size. The website address and accompanying sentence must be legible, using 6pt font size minimum.

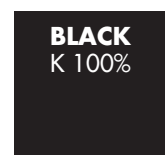
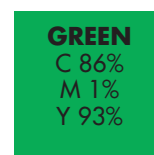
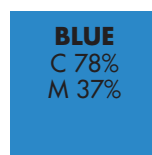
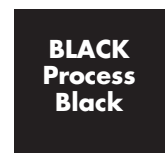


FONT USED FOR TEXT

Futura Bold

COLOUR REPRODUCTION

Charter logo colours must be faithfully followed (Green, Blue, Black). If you have problems matching the colour with your existing ink selection, contact A.I.S.E. for advice. Monochrome might exceptionally be accepted, but only if 4 colour printing is not possible. Then, please use one of the 3 colours (or one as close as possible to them).



Professional files of the logos (jpg and Illustrator format) can be downloaded from the protected member's section of the Charter technical website (www.sustainable-cleaning.com).

*ASP = Advanced Sustainability Profile

ACCOMPANYING SENTENCE AND DISPLAY OPTIONS ON PACKS

In all countries of the Territory the Licensee may choose between:

The version of the Trademark displayed in Schedule 1.1. a (for non-ASP compliant products) or in Schedule 1.2.a (for ASP compliant products).

The Licensee shall add the sentence "An A.I.S.E. **voluntary sustainability initiative**" in the language(s) of the country/countries where the packs will be sold, using the adequate translation provided on page 5 of this technical specifications. For multilingual packs, at least one language version shall be together with the logo (see below). Other language versions used may be placed elsewhere on the pack in case of space constraint.

Schedule 1.1. a - Company logo - Option 1 (Monolingual packs)



Schedule 1.1. a - Company logo - Option 2 (Multilingual packs)



Az A.I.S.E. önkéntes kezdeményezése a fenntartható fejlődésért
Dobrowolna inicjatywa AISE w zakresie zrównoważonego rozwoju

Schedule 1.2.a - Product logo - Option 1 (Monolingual packs)



Schedule 1.2. a - Product logo - Option 2 (Monolingual packs)



Az A.I.S.E. önkéntes kezdeményezése a fenntartható fejlődésért

Schedule 1.2. a - Product logo - Option 3 (Multilingual packs)



Az A.I.S.E. önkéntes kezdeményezése a fenntartható fejlődésért
Dobrowolna inicjatywa AISE w zakresie zrównoważonego rozwoju

The version of the Trademark displayed in Schedule 1.1. b (for non-ASP compliant products) or in Schedule 1.2.b (for ASP compliant products).

The licensee may additionally provide a translation of the sentence "An A.I.S.E. voluntary sustainability initiative" in the language(s) of the country/countries where the packs will be sold, using the adequate translation to be found on page 5 of this Technical Specifications. Those translation(s) may be placed either close to the logo or elsewhere on pack.

Schedule 1.1. b - Company logo



Schedule 1.2.b



TRANSLATIONS OF ACCOMPANYING PHRASE

| | |
|-------------------|---|
| Bulgarian | Доброволна инициатива на AISE за устойчиво развитие |
| Czech | Dobrovolná iniciativa A.I.S.E. v oblasti udržitelnosti |
| Danish | Et frivilligt bæredygtighedsinitiativ fra A.I.S.E. |
| Dutch | Een vrijwillig duurzaamheidsinitiatief van de A.I.S.E. |
| English | An A.I.S.E. voluntary sustainability initiative |
| Estonian | A.I.S.E. vabatahtlik säästva arengu initsiatiiv |
| Finnish | A.I.S.E.n vapaaehtoinen kestävä kehityksen hanke |
| French | Une initiative volontaire de l'A.I.S.E. pour le développement durable |
| German | Eine freiwillige Nachhaltigkeitsinitiative der A.I.S.E. |
| Greek | Μια εθελοντική πρωτοβουλία βιωσιμότητας του A.I.S.E. |
| Hungarian | Az A.I.S.E. önkéntes kezdeményezése a fenntartható fejlődésért |
| Icelandic | Sjálfbærniframtak A.I.S.E. |
| Italian | Un'iniziativa volontaria di A.I.S.E. per la sostenibilità |
| Latvian | A.I.S.E. brīvprātīgā ilgtspējas iniciatīva |
| Lithuanian | A.I.S.E. savanoriška tausojanči iniciatyva |
| Norwegian | Et frivillig bæredyktighetsinitiativ fra A.I.S.E. |
| Polish | Dobrowolna inicjatywa A.I.S.E. w zakresie zrównoważonego rozwoju |
| Portuguese | Uma iniciativa voluntária de sustentabilidade da A.I.S.E. |
| Romanian | Inițiativă voluntară a A.I.S.E. pentru o dezvoltare durabilă |
| Slovak | Dobrovoľná iniciatíva A.I.S.E. v oblasti udržateľnosti |
| Slovenian | Prostovoljna okoljska pobuda A.I.S.E. |
| Spanish | Una iniciativa voluntaria de sostenibilidad de A.I.S.E. |
| Swedish | Ett frivilligt initiativ från A.I.S.E. om hållbar utveckling Only for Sweden: <i>in addition, the sentence "We strive towards a better environment." (or its translation in Swedish: "Vi arbetar för en bättre miljö.") can accompany the above logo and above sentence; this additional sentence may be placed below, above or around the logo as appropriate (please see annex for examples). This should particularly be implemented for those products only sold in Sweden.</i> |

In case of any question, please contact A.I.S.E.:

Tel. (32) 2 679 62 65 • Fax (32) 2 679 62 79

Email: info@sustainable-cleaning.com

ANNEX: Possible options for execution of Charter logos in Sweden

Product logo



We strive towards a better environment.

Company logo



We strive towards a better environment.



Vi arbetar för en bättre miljö.



Vi arbetar för en bättre miljö.



Vi arbetar för en bättre miljö.



Vi arbetar för en bättre miljö.