

CHARTER UPDATE 2010**Technical Guidance Document, Version: 28 September 2011
(Supplement to the Charter Update 2010 Operating Rules)****ASP criteria**

Q: In case all the SKUs in one brand range (same formulation in one country) will pass all ASP criteria with the exception that one SKU in the entire range does have a fail for the 'Packaging weight per job' criteria, whereas it passes all other ASP criteria – would this mean that all SKUs can have the ASP logo or none of the range?

A: In this case the volume weighted average has to be calculated. Should this calculation result in a positive outcome, the whole brand will indeed be allowed to carry the ASP logo, incl. the SKU which does not fulfil a priori the 'Packaging weight per job' criteria.

Q: Can the ASP logo be maintained when the packaging weight calculation is fine but borderline. What happens at that moment when the in-market situation could develop in such a way that the heavier packages would be more successful. Can the ASP logo continue to be used?

A: In case the calculation becomes invalid for whatever reason, companies have to make appropriate changes in order to maintain the logo or remove the logo within 12 months.

Q: When does a company has to provide the ASP product tracking list?

A: The ASP products tracking list has to be provided to A.I.S.E. once a year – in case products have been reformulated or new products have been added – and upon request.

Random verification

Q: Is it correct to assume that the performance verification can look at all claims made on-pack, so not only 30° C claims?

A: No, this is not correct. The verifier shall only check claims concerning the performance at 30° C.

Best Use advise

Q: Washright/Cleanright panel and Liquid laundry detergents and fabric conditioners: Given that the ASPs would apply to concentrated formats and thus having small space on pack, one requirement is about the need to put the Washright or Cleanright panel; the minimum version that we offer to be used is just www.cleanright.eu in a green background. As the URL is anyway around the Charter logo, would that not be enough?

A: Although the Cleanright URL is used adherent to the Charter logo, companies have to put the 'Cleanright panel' on the pack - even if it is just the URL - in order to fulfil this requirement.

Q: Fabric conditioners: Not all tips on the Washright panel are relevant for fabric conditioners; can the best use info be better tailored?

A: Best use tips tailored for fabric conditioners might be developed with the next review of the ASPs for this product category. For the time being, use of the Washright or Cleanright panel is obligatory for companies in order to fulfil the ASP requirements.

Logos

Q: Liquid laundry detergents: for some products the back label and front label for one same brand may not be printed at the same time; is a company allowed to put by default the Charter company logo on back label and possibly complete it with the Charter ASP logo on front label when it has been confirmed that the brand meets the ASP profile?

A: The Licensee is allowed to use both, the Charter company logo and the Charter ASP logo, on packs for the purpose of production for a transition period for exhaustion of stocks purpose only. In any event the Licensee shall make his best to stop using both logos and to switch to single use as soon as possible, or at least as soon as the first artwork change is organised, but no later than three years.

Q: Is it allowed to use the Charter logos on multi-lingual packs which are distributed in countries not covered by the Charter?

A: Languages which are not spoken in the Charter area may be put on multilingual packs, as long as that same pack is sold in at least one other country that is covered by the Charter. However, it is the legal responsibility of the company when the Charter logo is put on products outside the Charter area. For use outside the A.I.S.E. region, the additional phrase around the logo may not be translated, except when legally required.

Certificate

Q: Will those companies which commit to the Charter Update 2010 be provided with a (new) certificate?

A: Yes. However, the licence agreement, signed by the company and A.I.S.E. is the document that serves as legal evidence of commitment to the Charter.