



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

Brussels, 23 September 2005

**European detergents industry embraces sustainability
Implementation of new A.I.S.E. Charter for Sustainable Cleaning
goes live with first new detergent packs appearing on shelves
across Europe.**



Millions of packs with a new logo are starting to appear on shop shelves as Europe's detergents industry begins to implement its new Charter for Sustainable Cleaning promoting continual improvement in the sustainability of cleaning products.

With 6 large companies already committed to the Charter and another 46 companies having confirmed a strong interest in this scheme, the new voluntary programme being launched by A.I.S.E., the International Association for Soaps, Detergents and Maintenance products industry, has got off to a successful start.

Charles Laroche, A.I.S.E. President said: *"An industry such as ours whose products are so widely used by both consumers and professional users has an obligation to demonstrate its commitment to sustainable development. It is critical for the long-term survival of our industry. I am delighted with the early uptake of the scheme by our members and, as more join, hope that together we can really walk the talk when it comes to sustainability."*

Companies joining the scheme commit to continual improvement in their sustainability profiles as measured against ten key economic, social and environmental indicators. They must be independently verified on a wide range of management practices designed to ensure that sustainability becomes a way of thinking at company level.

A.I.S.E estimates that by the end of 2005, tens of millions packs will be sold daily with the Charter logo – a sign that the packs were made by companies committed to the Charter's aims.

Working together for a cleaner Europe

From 2006, the A.I.S.E will publish a full annual report on the 10 key performance measures, including greenhouse gas emissions, waste and water use. These measures will demonstrate the contribution being made by the European detergents and cleaning industry towards international targets for safeguarding the environment

This new European voluntary scheme builds on successful previous initiatives for sustainability undertaken by the industry such as the Code of good environmental practice, the Washright campaign and the Human & Environmental Risk Assessment initiative. The Charter is being coordinated via A.I.S.E. and its network of National Associations. Regular updates will be provided by A.I.S.E. on the implementation of this scheme.

For more information, please consult:

www.sustainable-cleaning.com or www.aise-net.org

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NOTES :

- **A.I.S.E.**, A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, is the official representative body of this industry in Europe. Its membership totals 33 National Associations in 30 countries, covering more than 900 companies ranging from small and medium-sized enterprises to large multinationals, active in the industrial and institutional (I&I) and/or the consumer goods markets.

- **Charter leaflet:** see attached pdf

- **Charter Sustainability Procedures and Key Performance Indicators:** in order to obtain details on those, please consult: http://www.sustainable-cleaning.com/en.trainingarea_documentation.orb

- **Charter visuals:** Wherever you see the Charter symbol(s) on a detergent or cleaning product, it means the company is committed to the A.I.S.E Charter for Sustainable Cleaning. You may see the following variants of the main symbol — these can be applied under the same conditions but for specific product categories.



Laundry



Dish



Cleaning



Industrial & Institutional
floor applications

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