

# Chemicals sector sets sustainability standards

**THE NEW** voluntary Charter for Sustainable Cleaning – implemented across the EU by the European Cleaning Products Industry Association (AISE) has won the support of major UK retailers thanks to the efforts of the UK Cleaning Products Industry (UKCPI).

The charter is a voluntary initiative by cleaning product manufacturers, aiming to promote and demonstrate

continual improvement in the industry's sustainability profile, at all stages in the product life cycle. Use of the logo on product packs indicates that the manufacturer of the chemical has been independently verified as complying with charter standards. The scheme covers both consumer and professional products.

In addition, each year the participating companies report

their performance on several key measures including CO<sub>2</sub> emissions, water use, packaging use, biodegradability and waste. The reporting also covers social and economic dimensions such as occupational safety and consumer information.

## Various initiatives

Charles Laroche, AISE president explained: "Over the years the industry has devel-

oped, implemented and overseen various initiatives designed to maintain human and environmental safety and improve environmental quality.

"This charter is part of a long-standing commitment by AISE to sustainable development and a key step in our strategy of building a sustainable mindset into everything we do."

For more information go to [www.sustainable-cleaning.com](http://www.sustainable-cleaning.com)

## Murphy moves to Moerman

**SURFACE CLEANING** tools manufacturer Moerman – based in Belgium – has appointed Pat Murphy as its new general manager at MTM Industries. Murphy is well known in the cleaning sector as the previous president of window cleaning tools producer Ettore.

Murphy will assume overall responsibility for MTM Industries in the western hemisphere. Moerman managing director Serge Braun explained: "The addition of Pat Murphy will further strengthen our ability to meet the needs of our customers. His understanding for marketing and sales of surface cleaning tools and squeegees will greatly benefit Moerman, our sales network and clients."

*\*La Charte volontaire de la propreté durable, qui est coordonnée par l'Association européenne des produits de nettoyage (AISE), a été adoptée par les principaux détaillants du Royaume-Uni.*  
*\*Le fabricant d'outils de nettoyage Moerman s'est nommé un nouveau directeur général en la personne de Patrick Murphy, qui était auparavant chez Ettore, le spécialiste du nettoyage de vitres.*

*\*Die freiwillige Charter für aufrechterhaltende Reinigung, koordiniert vom Europäischen Verband für Reinigungsprodukte (AISE), wurde in Großbritannien von bedeutenden Einzelhandelsunternehmen angenommen.*  
*\*Die Firma Moerman, Hersteller von Reinigungsgeräten, hat Patrick Murphy zu ihrem neuen Generalmanager ernannt, Murphy war vorher bei der Fensterreinigungsfirma Ettore tätig.*

*\*Il documento volontario per la pulizia sostenibile "Charter for Sustainable Cleaning", coordinato dall'associazione European Cleaning Products Association (AISE), è stato adottato dai maggiori commercianti al dettaglio del Regno Unito.*  
*\*La Moerman, produttrice di attrezzi per la pulizia ha nominato come suo nuovo direttore generale Patrick Murphy che era precedentemente in forza all'azienda specializzata nella pulizia delle finestre Ettore.*

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