



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

Brussels, 18th December 2009

Dear Sir/Madam,

Re.: A.I.S.E. Charter 2010 upgrade - Consultation on the proposed Advanced Sustainability Profiles (ASPs) for solid and liquid laundry detergents and fabric conditioners

It is with great pleasure that we inform you that, on the occasion of the A.I.S.E. Information Day on 2 December 2009, the Charter for Sustainable Cleaning 2010 ('Charter 2010') was announced, for finalisation and progressive roll-out from 2010 onwards.

This announcement followed the successful initial consultation on the general principles of Charter 2010 which was organised in Oct-Nov 2009, and to which 20 companies contributed. The overall feedback and appreciation of the proposed upgrade was positive.

Following up on this, A.I.S.E. is now focusing on the following developments:

- Finalisation of the overall Charter 2010 package and related documentation in time for the official launch (estimated April 2010)
- Consultation with industry members on the wave 1 products (i.e. the Advanced Sustainability Profiles for solid and liquid laundry detergent and fabric conditioners) (with a view to announce those with the launch in April 2010)
- Drafting of the Advanced Sustainability Profiles for other product groups (from Jan 2010 onwards, and which will also be subject to consultations in due course and be made available to industry progressively).

The purpose of this mail is to gain your views on the proposed details of the product dimension for the wave 1 products. Your input is very important for us, not only as this is a key principle of Charter 2010 but also because such product components should be "ambitious but reasonably achievable by the whole industry".

Between 18 December 2009 and 27 January 2010, A.I.S.E. is therefore organising a broad consultation with the companies committed in Charter 2005, other members of the industry and the Charter verifiers involved in such product categories on the proposed Charter 2010 Advanced Sustainability Profiles (ASPs) for solid and liquid laundry detergent and fabric conditioners.

The current consultation focuses on ASPs for solid and liquid laundry detergent and fabric conditioners; the proposed parameters and thresholds of such ASPs are provided together with their respective substantiation dossiers. Within these substantiation dossiers, a questionnaire is included (see text in red) for you to complete and **return to the A.I.S.E. Secretariat by 27 January 2010.**

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You will find the relevant consultation documents at the following web address:

www.sustainable-cleaning.com/en.charter_2010_consultation.orb

Companies are asked to reply directly to A.I.S.E.; alternatively, should they prefer to respond via their National Association (who would aggregate and report to A.I.S.E.) they may do so. Of course, you may also contact A.I.S.E. (sascha.nissen@aise.eu) for any clarification you may wish to obtain on this subject.

We look forward to receiving your most valuable feedback on the proposals, so that we secure an adequate finalisation of such proposals and thus, maximum participation to the future industry scheme.

We believe that you will certainly appreciate A.I.S.E.'s efforts to constantly and proactively promote best practice, and look forward to your reactions which will be analysed in the A.I.S.E. Sustainability Steering Group in early February 2010.

Kind regards,

A handwritten signature in black ink, appearing to read 'Susanne Zänker', written in a cursive style.

Susanne Zänker
A.I.S.E. Director General