



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

Brussels, 10th October 2011

Dear Sir/Madam,

Re.: A.I.S.E. Charter Update 2010 – Industry consultation on the proposed Advanced Sustainability Profiles (ASPs) for household automatic dishwashing detergents

Since July 2011, the two new logos of the Charter Update 2010 can appear on laundry detergents and fabric conditioners on the supermarket shelves in Europe. In parallel, work on the 'Advanced Sustainability Profiles' (ASPs) for other product categories is progressing. Out of 154 Charter members, so far 69 companies have already signed up for the Charter update 2010.

The purpose of this letter is to consult you on the proposed criteria of the product dimension of the Charter for Sustainable Cleaning Update 2010 (Charter Update 2010) for household automatic dishwashing (ADW) detergents. Your input is very important for A.I.S.E., not only as this is a key principle of any of A.I.S.E.'s voluntary project, and the Charter Update 2010 in particular, but also because such product criteria should be ambitious but reasonably achievable by the whole industry.

Between 10 October and 30 November 2011, A.I.S.E. is therefore organising a broad consultation with the companies committed in the Charter and other members of the industry involved in such product categories on the proposed Charter Update 2010 Advanced Sustainability Profiles (ASPs) for solid and liquid automatic dishwashing detergents.

The proposed parameters and thresholds of such ASPs are provided together with a substantiation dossier. **Within this substantiation dossier, a questionnaire is included (see text in red) for you to complete and return to the A.I.S.E. Secretariat by 30 November 2011.**

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

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

(In case the link does not work, copy and paste this into your browser)

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

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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 by A.I.S.E.'s experts end 2011-early 2012.

Kind regards,

A handwritten signature in black ink, appearing to read 'Susanne Zänker', with a stylized flourish at the end.

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