

## CLEANING GOODS PACKS GO GREEN

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Most of the major British supermarkets have signed up to a European scheme aimed at promoting sustainability at all stages in the lifecycle of cleaning products, including packaging and waste. By voluntarily adopting the Charter for Sustainable Cleaning, the retailers, including Tesco, Sainsbury's and Morrisons – but not Asda – aim to show their commitment to reducing impact on the environment while maintaining product quality.

Packaging is one of 11 key areas that participants in the scheme must anonymously report their performance on. Dr Andrew Williams, director general of the UK Cleaning Products Industry Association, said: "I am not aware of any other industry adopting such a challenging and comprehensive scheme in favour of sustainable production, and, so far, the response has been enormously positive."

The value of the UK cleaning products industry has been estimated at £2.2bn, of which three-quarters is accounted for by products for domestic use.