



CHARTER UPDATE 2010: ADVANCED SUSTAINABILITY PROFILES FOR HOUSEHOLD SOLID LAUNDRY DETERGENTS – 1ST REVISION - 30 MAY 2012 -

Introduction

This document sets out the Advanced Sustainability Profiles (ASP) requirements for household solid laundry detergents in the context of the A.I.S.E. Charter for Sustainable Cleaning.

Based on Life Cycle Analysis and as detailed in the substantiation dossier, the ASPs for this product category cover 3 parameters:



Companies wanting to apply the ASP Charter requirements to their products must comply with the following key areas:

- a) ensure that the product has been manufactured at a site covered by the CSP verification on at least 75% of the production
- b) check the product's ingredients against the Environmental Safety Check (ESC) and verify that all the ingredients in the product formulation give environmental concentrations at or below the predicted 'no effect' level for aquatic toxicity;
- c) check the product's profile against the category key parameters and verify that it equals or exceeds the stated ASP;
- d) ensure the product label provides relevant end-user sustainability information as prescribed (as detailed in Annex)

Timing

- From 27 April till 21 May 2012: Industry consultations on revised ASP for solid laundry detergents
- By 8 June 2012: Finalisation of revised ASP documentation
- By 1 July 2012: Availability of revised ASP to the industry
- 1 July 2012 till 30 June 2013: Preparation period for implementation of revised ASP
- As from 1 July 2013: Activation – products complying with revised ASP requirements for solid laundry detergents can start to appear on shelves with ASP logo
- In parallel a closing down period of 6 months (1 July - 31 December 2013) will ensure transition between “old” (issued in July 2010) and “revised” ASP. Within this period companies shall stop producing “old ASP products”.
- By 30 June 2014 companies will no longer place “old ASP products” on the market.

Criteria for household Solid Laundry Detergents (including tablets)

The following requirements in each of these domains (i.e. product formulation, packaging and end-use information) should be fulfilled in order to reach Advanced Sustainability Profile (ASP) status.

Product formulation	<p>Pass successfully Environmental Safety Check (ESC) on all ingredients</p> <p>AND</p> <p>Dosage g/job: ≤ 75 g</p> <p>AND</p> <p>Dosage ml/job: ≤ 115 ml</p>
Overall packaging weight	<p>Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 6.5 g</p>
Board packaging – recycled content	<p>Minimum requirement: ≥ 60 %</p> <p>OR</p> <p>Where 100% of the board used is certified made from fibre sourced from sustainable forests under an endorsed certification standard such as FSC, SFI or PEFC: no minimum.</p>
Materials other than board – recycled content	<p>No minimum, but any recycled plastic content may be excluded from the calculation of overall packaging weight per job</p>
Wash temperature	<p>Ability to wash at ≤ 30° C indicated on pack</p>
End User Information	<p>End-user info on-pack (see Annex): Laundry Cleanright (former Washright) Panel Safe Use tips</p>
<i>Performance</i>	<p><i>Evidence has to be provided (in case of external verification organised by A.I.S.E.) that the product has been performance tested and reached a level acceptable to consumers consistent with claims made.</i></p>

Clarifications/Definitions:

Job: following the Detergent Regulation EC 648/2004 the “standard washing machine loads are 4,5 kg dry fabric for heavy-duty detergents and 2,5 kg dry fabric for low-duty detergents”.

Ingredients per job/ heavy-duty detergents: based on medium water hardness and normally soiled fabric

Ingredients per job/ low-duty detergents: based on medium water hardness and lightly soiled fabric

Packaging weight per job: Total (primary + secondary) packaging (g/job) - based on the volume weighted average for all SKUs of one brand variant with the same formulation per country.

Variants of the brand which do not pass all other ASP category tests and/or are not intended to carry the ASP logo must be excluded from the calculation. Dosage devices – apart from closures – are not to be considered as packaging.

Primary/secondary/tertiary packaging: following definitions from the European Parliament and Council Directive 94/62/EC of 20 December 1994 on packaging and packaging waste:

- primary packaging, i. e. packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase;
- secondary packaging, i. e. packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units whether the latter is sold as such to the final user or consumer or whether it serves only as a means to replenish the shelves at the point of sale; it can be removed from the product without affecting its characteristics; SRB (shelf ready box) and AB (American box) are to be considered as secondary packaging.
- tertiary packaging, i. e. packaging conceived so as to facilitate handling and transport of a number of sales units or grouped packagings in order to prevent physical handling and transport damage.

Note: Packaging which functions both as secondary (case) and tertiary (transportation unit) packaging, intended to function as an in-store free-standing floor display unit, is regarded as tertiary packaging for the purpose of this definition.

Packaging re-cycled content: in countries where re-cycled board is not available and a use of it would be a disadvantage for sustainable reasons, the use of re-cycled board is not required.

Recycled: waste recycled after use

FSC: Forest Stewardship Council

SFI: Sustainable Forestry Initiative

PEFC: Programme for the Endorsement of Forest Certification

ANNEX: END USER INFORMATION

The following options are possible in order to fulfill the ASP criteria on End User Information for solid laundry detergents. Professional graphic files and guidelines are available on www.aise.eu/end_user_info

1. Laundry Cleanright (former Washright) Panel with sentences

Option a)



Option b)



2. 'Silent' Laundry Cleanright Panel

Option a)



Option b)

