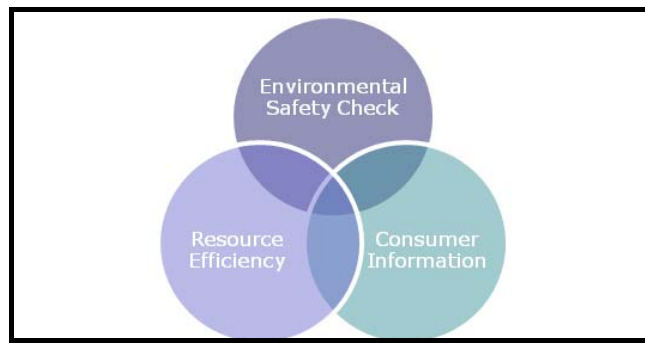


CHARTER UPDATE 2010: ADVANCED SUSTAINABILITY PROFILE FOR HOUSEHOLD LIQUID LAUNDRY DETERGENTS (1ST REVIEW) - VERSION 1 APRIL 2016 -

Introduction

This document sets out the revised Advanced Sustainability Profiles (ASP) requirements for household liquid 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 ASP 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;
- 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 26 October till 7 December 2015: Industry consultation on revised ASP for household liquid laundry detergents
- By 31 March 2016: Finalisation of revised ASP package
- By 1 April 2016: Availability of revised ASP to the industry
- 1 April 2016 till 31 March 2017: Preparation period for implementation of revised ASP
- As from 1 April 2017: Activation – products complying with revised Charter ASP requirements for household liquid detergents can start to appear on shelves with ASP logo
- In parallel a closing down period of 12 months (1 April 2017 – 31 March 2018) will ensure transition between “old” (issued in July 2010) and “revised” ASP. Within this period companies shall stop producing “old ASP products” and will no longer place “old ASP products” on the market.

The following requirements in each of these domains must be fulfilled in order to reach Advanced Sustainability Profiles (ASP) status.

Product formulation	Pass successfully the Environmental Safety Check (ESC) on all ingredients AND Dosage ml/job: ≤ 55ml
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 6.5g
Board packaging – recycled content	Minimum requirement: ≥ 70% OR 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.
Materials other than board – recycled content	No minimum, but any recycled plastic content may be excluded from the calculation of total packaging weight per job.
Wash temperature	Ability to wash at ≤ 30° C indicated on pack
End User Information	Safe Use Tips AND Laundry Detergents Cleanright Panel on-pack (see annex)
<i>Performance</i>	<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>



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:

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 packaging 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 content: 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.

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 household liquid laundry detergents. Professional graphic files and guidelines are available in the artwork library on www.aise.eu.

1. Laundry Cleanright Panel with sentences

Option a)

TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY

Avoid underfilling the machine	Use the dosing instructions	Wash at low temperature	Save packaging-recycle or refill

WWW.CLEANRIGHT.EU

Option b)

TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY

Avoid underfilling the machine	Use the dosing instructions	Wash at low temperature	Save packaging-recycle or refill

WWW.CLEANRIGHT.EU

2. 'Silent' Laundry Cleanright Panel

Option a)

TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY

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WWW.CLEANRIGHT.EU

Option b)

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3. Sentence with tips and reference to Cleanright website (in situations, where space on pack is limited)

Option a)



Option b)



Option c)



Option d)



Option e)



Option f)

