

CHARTER UPDATE 2010: ADVANCED SUSTAINABILITY PROFILES FOR HOUSEHOLD MANUAL DISHWASHING (MDW) DETERGENTS - VERSION 1 JANUARY 2014-

Introduction

This document sets out the Advanced Sustainability Profiles (ASP) requirements for household manual dishwashing (MDW) 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 14 October till 18 November 2013: Industry consultation on ASP for household manual dishwashing detergents
- By 23 December 2013: Finalisation of ASP package
- By 1 January 2014: Availability of ASP to the industry
- 1 January 2014 till 31 December 2014: Preparation period for implementation of ASP
- As from 1 January 2015: Activation – products complying with Charter ASP requirements for household manual dishwashing detergents can start to appear on shelves with ASP logo

ASP Criteria for household manual dishwashing products

All of the following requirements in each of the domains shall be fulfilled in order to reach Advanced Sustainability Profile (ASP) status.

Product formulation	Pass successfully Environmental Safety Check (ESC) on all ingredients AND Dosage ml/job (preparation of 5l of wash water): ≤ 5 ml
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 0.7 g
Board packaging – recycled content	Minimum requirement: ≥ 60 % 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.
End User Information	Safe use tips AND Dosage info on pack, either quantitative (in ml/job) or qualitative statement that minimises the risk for the consumer to overdose the product AND Manual dishwashing Cleanright Panel on-pack
<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 consumer.</i>

Clarifications/Definitions:

Dosage ml/job: The functional dosage is the amount of cleanser (ml) needed that is sufficient for 1 manual dishwashing job. Herein, 1 manual dishwashing job is defined as the cleaning of four normally soiled “place settings”, or twenty normally soiled dinner plates. Place setting specifications: taken from Stamminger, R.E. et al. (2007). Washing-up Behaviour and Techniques in

Europe. Hauswirtschaft und Wissenschaft 1, p. 31-40. One place setting consists of the pieces: Dinner plate, Soup plate, Dessert dish, Cup, Saucer, Glass, Fork, Soup spoon, Knife, Teaspoon, Dessert spoon.

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 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.

Recycled: waste recycled after use

FSC: Forest Stewardship Council

SFI: Sustainable Forestry Initiative

PEFC: Programme for the Endorsement of Forest Certification

End User Information - dosage statement: The dosage information needs to be substantiated (in case of external verification organised by A.I.S.E.) with information to demonstrate it is understood by the consumer / encourages behaviour change towards minimising the environmental impact.

ANNEX: MANUAL DISHWASHING CLEANRIGHT PANEL

The following versions of the Manual dishwashing Cleanright Panel can be used on pack. Professional graphic files and guidelines are available on www.aise.eu/end_user_info.

1. Manual dishwashing Cleanright Panel with three or four sentences

Option a1)



Option a2)



Option b1)



Option b2)



Option c1)



Option c2)



Option d1)



Option d2)



2. 'Silent' Panel with three or four icons

Option a1)



Option a2)



Option b1)



Option b2)



3. Sentence with tips and reference to Cleanright website

Option a)



Option b)



Option c)



Option d)



Option e)



Option f)

