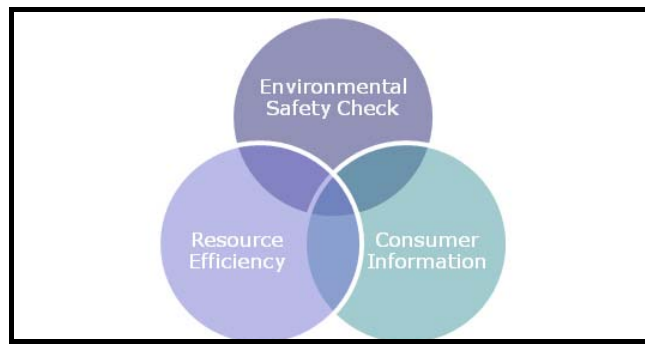


CHARTER UPDATE 2010: ADVANCED SUSTAINABILITY PROFILE FOR TOILET CLEANERS - VERSION 1 JULY 2014 -

Introduction

This document sets out the Advanced Sustainability Profiles (ASP) requirements for household toilet cleaners 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
- 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 10 April till 23 May 2014: Industry consultation on ASPs for household toilet cleaners
- By 30 June 2014: Finalisation of ASP package
- By 1 July 2014: Availability of ASP to the industry
- 1 July 2014 till 30 June 2015: Preparation period for implementation of ASP
- As from 1 July 2015: Activation – products complying with Charter ASP requirements for household toilet cleaners can start to appear on shelves with ASP logo



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

NB: Those Charter ASP criteria for household toilet cleaners cannot be applied to biocidal products, following EU and national legislation. Experience in some countries with an existing authorisation scheme has shown that national authorities have a conservative approach of legislation and exclude environmental voluntary logos (or similar) to be applied on biocidal products. In addition, those products which fall under the European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR) will not be able to fulfil this set of product category ASP criteria, due to strict rules regarding packaging weight and content of recycled material in the packaging.

Product formulation	Pass successfully the Environmental Safety Check (ESC) on all ingredients (based on a product dosage of 55ml as upper limit for cleaning one toilet bowl)
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging in g per 55ml product dosage: ≤ 5.6g
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 55ml product dose
End User Information	Safe use tips AND Toilet Cleaners 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:

Packaging weight:

- A dosage level minor to 55ml for the packaging calculation might be used, in case evidence can be provided that the product has been performance tested on this minor dosage level and reached a level acceptable to consumers.
- 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. Closures are part of the 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: 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 toilet cleaners. Professional graphic files and guidelines are available on www.aise.eu/library/artwork.aspx.

1. Toilet Cleaners Cleanright Panel with sentences

Option a)



Option b)



Option c)



Option d)



2. 'Silent' Panel

Option a)



Option b)



3. Sentence with tips and reference to Cleanright website

Option a)



Option b)



Option c)



Option d)



Option e)



Option f)

