

CHARTER UPDATE 2010: ADVANCED SUSTAINABILITY PROFILE FOR HOUSEHOLD TRIGGER SPRAY CLEANERS GLASS/WINDOW, BATHROOM, KITCHEN AND ALL PURPOSE (FOR HARD SURFACES) - VERSION 1 OCTOBER 2013 -

Introduction

This document sets out the Advanced Sustainability Profiles (ASP) requirements for household trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) 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 17 June till 5 August 2013: Industry consultation on ASPs for household trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces)
 - By 30 September 2013: Finalisation of ASP packages
 - 1 October 2013: Availability of ASPs to the industry
 - 1 October 2013 till 30 September 2014: Preparation period for implementation of ASPs
- As from 1 October 2014: Activation – products complying with Charter ASP requirements for household trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) 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 trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) 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.

Product formulation	Pass successfully the Environmental Safety Check (ESC) on all ingredients (based on a product dosage of 10ml as upper limit for wetting a surface of 1m ²)
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging in g per 10ml product dosage: ≤ 1.4g
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 10ml product dose
End User Information	Safe use tips AND Trigger Spray 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 10ml 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 and triggers 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 trigger spray cleaners. Professional graphic files and guidelines are available on www.aise.eu/end_user_info

1. Trigger Spray Cleaners Cleanright Panel with sentences

Option a)

TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY

 Apply correctly. Use only for spot cleaning or small areas.	 Save packaging - recycle or refill
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A.I.S.E.©

WWW.CLEANRIGHT.EU

Option b)

 Apply correctly. Use only for spot cleaning or small areas.	 Save packaging - recycle or refill
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Option c)

TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY

 Apply correctly. Use only for spot cleaning or small areas.	 Save packaging - recycle or refill
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A.I.S.E.©

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Option d)

 Apply correctly. Use only for spot cleaning or small areas.	 Save packaging - recycle or refill
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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)

