



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

**CHARTER UPDATE 2010:
ADVANCED SUSTAINABILITY PROFILE FOR
DILUTABLE ALL PURPOSE AND FLOOR CLEANERS
– 1 OCTOBER 2012
(UPDATED 17 JUNE 2013 – FLOOR CLEANERS INCLUDED) –**

ASP Criteria for dilutable all purpose and floor cleaners

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

NB: Those Charter ASP criteria for All Purpose and Floor 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 Environmental Safety Check (ESC) on all ingredients AND Dosage ml/job (preparation of 1l of wash water): ≤ 12 ml
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 1.3g
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 information AND APC 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:

Total dosage/job: For normal soil.

Functional unit: amount of cleaner needed to prepare 1 l of wash water;

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. 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

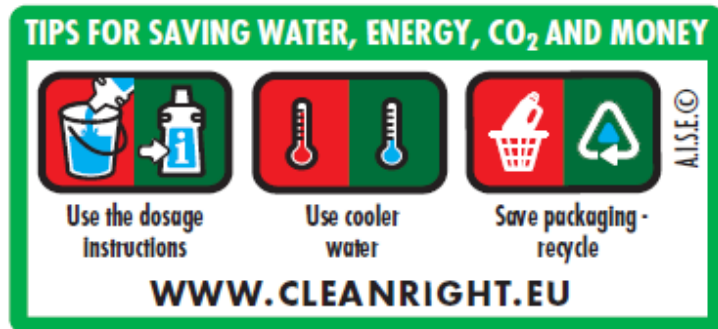
PEFC: Programme for the Endorsement of Forest Certification

ANNEX: END USER INFORMATION

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

1. All Purpose and Floor Cleaners Cleanright Panel with sentences

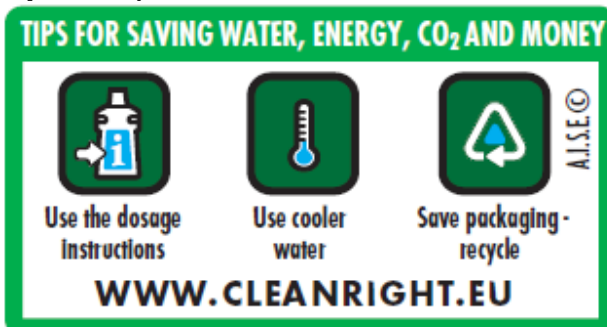
Option a)



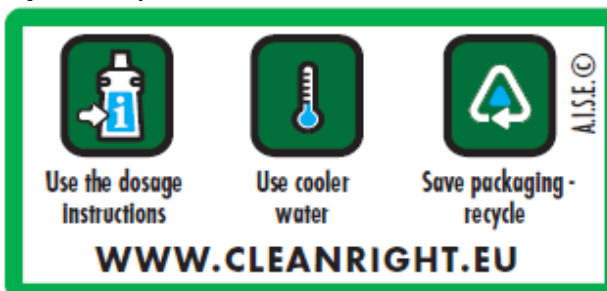
Option b)



Option c)

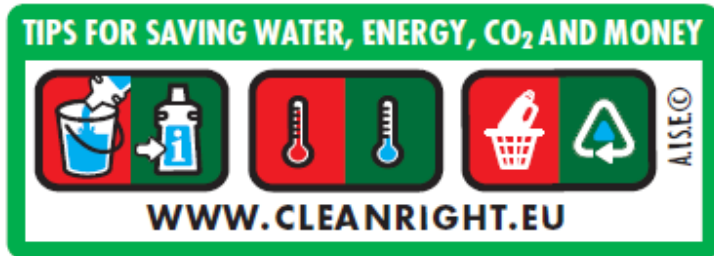


Option d)



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)

