



THE CHARTER FOR SUSTAINABLE CLEANING UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 11, December 2012

+++ An information update for participating companies,
accredited verifiers and all interested parties +++



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Status Report/Overview Registrations

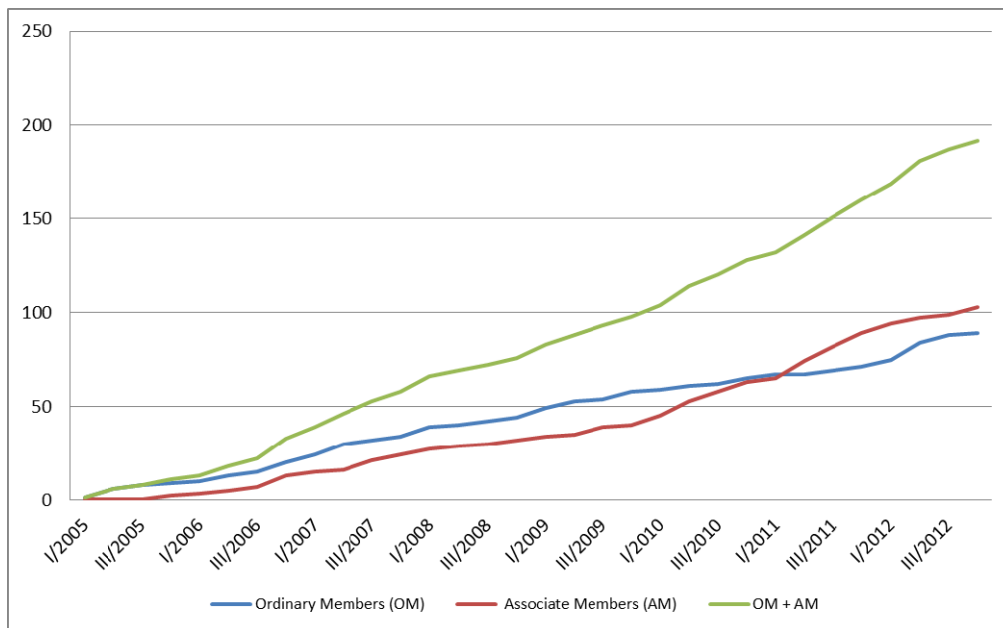
194 Manufacturers and Distributors in the Charter so far (*136 companies committed to the Charter Update 2010)

As of December 2012, **90 manufacturers** have officially committed as **ordinary members** to the Charter: Acopro*, AC Marca, Action Pin, Aerochemica*, Afalin*, Albaad*, Alfred Kärcher*, Amway, AVT*, Beromin Chemie*, Biochimica*, Bolton Manitoba, Brauns Heitmann*, Buck-Chemie*, Budich International*, Colgate Palmolive*, Claro Products*, Dalli-Werke*, Danlind*, Deco, Delta pronatura*, Deterplast*, Diversey*, Domal wittol*, Donau Kanol*, Dreco*, Dr. Schnell Chemie*, Dr. Schumacher, Ecolab*, Encos HandelsgmbH*, Filer*, fit*, Francisco Aragon*, Gallon-Kosmetik*, Gechem, Global Cosmed*, Gold Drop*, Gruppo DESA*, Grupo Forquisa, Helichem*, Henkel*, I.C.E. FOR*, Ickenroth*, Industria Jabonera Lina, Industrias Catala, Jeyes, KH Lloreda, KiiltoClean Oy, Kiter*, Luhn*, Madel*, Mantz airmotions*, Mc Bride*, Mellerud Chemie*, Messing & Keppler*, Mifa, Nice Pak International*, Nicols*, Packaging Imolese*, Persan*, Pizzolotto, Procter & Gamble*, Productos Codina, Promer*, Reckitt Benckiser*, Relevi*, Riem*, Rieduklin Chemie*, Rosmarin*, Saci*, SC Johnson*, Senzora*, Solent Group, SOLUTION Glöckner Vertriebs-GmbH*, Spectro*, Star Brands, Suavizantes y Plastificantes Bituminosos – SPB, Südsalz*, Suministros Cientificos Tecnicos, Sutter*, Swallowfield, Swif*, Thurn Produkte*, Tosvar, Unilever*, Van Dam Bodegraven*, Vandeputte*, Wareg*, Waschmittelwerk Genthin*, Werner & Mertz*.

104 distributors have now signed the **Associate Membership Agreement**: Acdoco*, Ahold Europe*, Alco*, Aldi Nord*, Aldi Süd*, Alpheios, Argos Hygiène, Asda, Asito*, ASP Cleaning Products*, A.S. Watson (Kruidvat & Trekpleister)*, Auchan, Avanti Blue*, Avodesch*, Bennet, Bertels B.V.*, BFS Group (3663)*, Boma*, Bon Preu Sau, Burnus*, Cantorclin Schoonmaak*, Caprabo, Carrefour, Coldis, Condis, Coolike Regnery*, Consum. S. Coop. V*, CPH - Companhia Portuguesa de Hipermercados, Conad, Crai Secom, DEHAG-Dörr-Handels GmbH*, Despar Italia Consorzio, Detailconsult Formule-Management, D.L.P.*, DM-Drogerie Markt*, Dr. Weigert Nederland, Edeka*, Esselunga*, Euriga Trading*, Eurospin Italia, Ewepo*, Facicom Professional Products, Globus SB-Warenhaus Holding, GTG Hansa*, Grandi Magazzini e Supermercati il gigante*, Jannis*, Jumbo Supermarkten*, Hilco Chemie*, Hyga Tissue + Cosmetics, IN'S Mercato*, Kaiser's Tengelmann, Krabeck*, Kaufland, Leifheit*, Les Coopérateurs de Normandie – Picardie, Lidl*, Linz*, Lombardini Discount*, Marks & Spencer, Mercadona*, Migros, Miquel Alimento Grup, Modelo Continente Hipermercados, Morrisons, Müller*, Musgrave Group*, Nedac Sorbo*, New York N.V. -

Pama Industries*, Nipa*, Nisa, Norma, O'Lacy, ORO-Produkte*, Pam Panorama*, Pantos, Penny Markt*, Plus Retail, Powder and Liquid Products Limited, real,- SB Warenhaus, Rewe*, Rhima Nederland*, Rossmann*, Sainsbury's, Scamark*, Schlecker*, Selex Gruppo Commerciale*, SMA SpA*, Somerfield, Spotless Punch, Stokomani, Sun*, Superunie*, Systeme U*, Tegut, Tesco, TJ Morris, Tristar Industries Group*, Unes Centro Societa Cooperativa*, Universeel, VAT Onderhouds- en Reinigingsproducten*, Waitrose, Walter Bösch KG, Wola, ZHG (Zentrale Handelsgesellschaft)*.

The graph below reflects the dynamic increase of company participation since the launch of the initiative.



In addition, 86 companies (from Belgium, Canada, the Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, the UK and Turkey) are in the Charter training area, preparing for the Charter Entrance Check.

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News and Info

KPI reporting on 2012 data will open soon!

In January, we will invite the Ordinary Charter member companies to perform the mandatory KPI reporting on 2012 KPI data. The tool will be open until 15 April 2013.

Development of Charter Advanced Sustainability Profiles

One key feature of the Charter Update 2010 was the introduction of the product dimension, the 'Advanced Sustainability Profiles' (ASPs) that companies can apply to product categories; the scheme was launched with ASP criteria for household laundry detergents and fabric conditioners to start with, followed by automatic dishwashing detergents on 1 April 2012, the 1st revision for solid laundry detergents on 1 July 2012, and on 1 October 2012 for household dilutable all purpose cleaners. All have a one-year preparation period before activation. We can now see that various products with the ASP Charter logo appear on supermarket shelves in Europe, in conformity with those requirements. Work is being undertaken to provide industry with ASP criteria for other products categories.

The launch of those ASPs went hand in hand with the availability of an updated version 3.0 of the Charter Update 2010 ESC calculation tool, incl. an update of the ESC manual. The relevant material concerning all new ASP components can be found via: http://www.sustainable-cleaning.com/en.companyarea_documentation.orb.

Product categories for which Charter ASPs are available:



Laundry products (activation date: since July 2011)

| | Laundry detergent powders | Laundry detergent liquids | Fabric conditioners |
|-----------------------------------|---|---|--|
| Product formulation | Pass ESC AND Dosage (g or ml/job): Until 2013: ≤85g + ≤ 135ml After 2013: ≤ 75g + ≤ 115ml | Pass ESC AND Dosage ml/job: ≤ 75ml | Pass ESC AND Dosage ml/job: ≤ 35ml |
| Packaging weight per job | Total packaging: Until 2013: ≤7.0g/job After 2013: ≤6.5g/job | Total packaging g/job: ≤ 7.0g | Total packaging g/job: ≤ 4.0g |
| Packaging recycled content | Board: ≥ 60% OR after 2013 100% of content in board packaging is certified made from fibre sourced from sustainable forests | Board: ≥ 60% | Board: ≥ 60% |
| End User Information | End-user info on-pack: Washright or Cleanright panel AND Ability to wash at ≤ 30° C indicated AND Safe use tips | | End-user info on-pack: Washright or Cleanright panel AND Safe use tips |



Automatic dishwashing detergents (activation date: April 2013)

| | Powders and unit doses with rinse function | Powders and unit doses with rinse function | Liquids mono chamber style | Liquids multi chamber style |
|------------------------------------|---|--|---|--|
| Product formulation | Pass ESC AND Dosage g/job: ≤ 25g | Pass ESC AND Dosage g/job: ≤ 20g | Pass ESC AND Dosage ml/job: ≤ 35ml | Pass ESC AND Dosage ml/job: ≤ 35g |
| Packaging weight per job | Total packaging g/job: ≤ 3.5g | Total packaging g/job: ≤ 3.5g | Total packaging g/job: ≤ 4.5g | Total packaging g/job: ≤ 6.0g |
| Packaging re-cycled content | Board: ≥ 60% OR 100 % of content in board packaging is certified made from fibre sourced from sustainable forests | | | |
| End User Information | End-user info on-pack: Autodish Cleanright panel AND Safe use tips | | | |



Dilutable All Purpose Cleaners (activation date: October 2013)

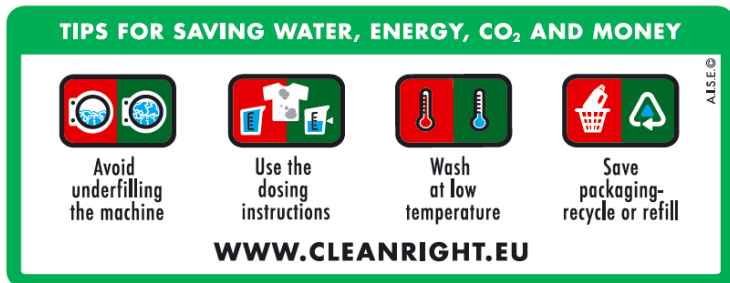
| | |
|------------------------------------|---|
| Product formulation | Pass ESC AND Dosage ml/job (preparation of 1 l of wash water): ≤ 12 ml |
| Packaging weight per job | Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 1.3 g |
| Packaging re-cycled content | Board: ≥ 60% OR 100 % of content in board packaging is certified made from fibre sourced from sustainable forests |
| End User Information | End-user info on-pack: All Purpose Cleaners <u>Cleanright Panel</u> AND Safe use tips |

Due to the predominant request for Ecolabel under GPP in the professional laundry and auto dishwashing sector, the Charter

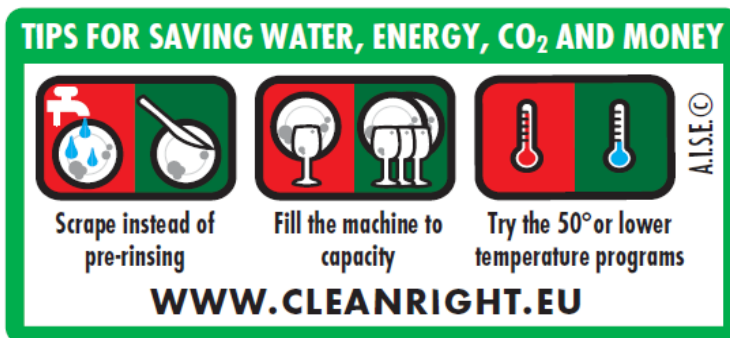
work for specific ASP criteria has been discontinued. However, A.I.S.E. is looking into the possibility of how professional building care products (especially professional hard surface cleaners) might fit into the Charter ASP system. A consultation with all Charter member companies and companies in the Charter training area has been initiated in order to check the interest within the industry to develop such ASPs and in case of a positive outcome to call for nomination of experts who would then actively participate in a TF, working out such ASPs.

A.I.S.E. Cleanright Panels

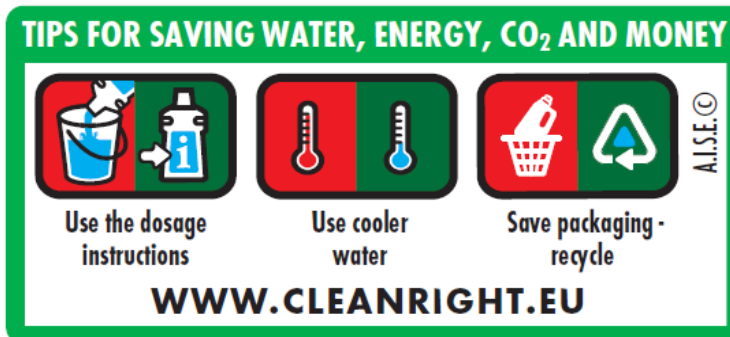
As part of the ASP packages, new on pack panels of best use tips to promote sustainable use of these products to consumers have been developed – following ‘Cleanright Panels’ are available to industry (see also www.aise.eu/end_user_info).



Laundry Cleanright Panel (former Washright)



Autodish Cleanright Panel



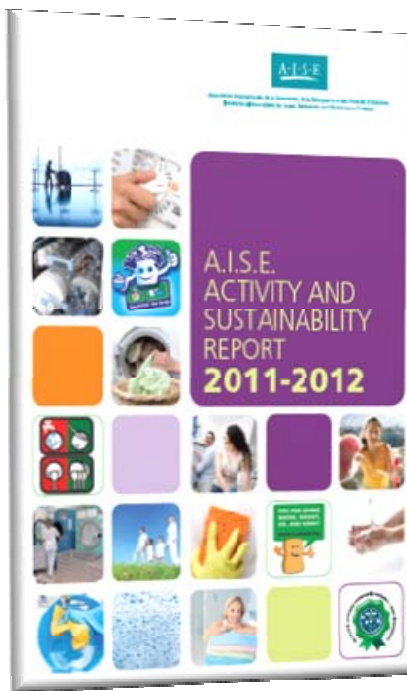
All Purpose Cleaners Cleanright Panel

A.I.S.E. Corporate Social Responsibility (CSR) workshop for SMEs on 6 February 2013 in Brussels

A.I.S.E. is striving to offer via the Charter the most advanced sustainability reference scheme for steering best practice within the industry. Thus, it is planned to further expand the social aspects, and CSR has been identified as being a potential topic to be covered. Objective is to develop a set of sector-relevant CSR/Social Principles that can be applied independently, or if companies prefer, applied within the existing framework of the Charter. We want to devise an approach that adds value for all companies, irrespective of size, and takes account of existing best-practices in industry, ensuring a flexible approach which is relevant and stretching for large and multinational companies, and reasonable and achievable for SMEs. Involvement of SMEs in the development of such guidelines is relevant for a successful implementation of those. Thus, a one-day workshop will be organised on **6 February 2013 in Brussels** to discuss opportunities, challenges, solutions for building-up the A.I.S.E. social responsibility pillar, etc.. For registration, please send an email to sascha.nissen@aise.eu.

A.I.S.E. Activity and Sustainability Report 2011-2012

The A.I.S.E. Activity and Sustainability Report 2011-2012 provides an overview of A.I.S.E.'s mid-2011 to mid-2012 achievements in regulatory affairs and in voluntary activities, as well as the market value. One section of the Sustainability Report focuses on developments achieved with regards to the A.I.S.E. Charter for Sustainable Cleaning, and reports progress on the 2011 KPI reporting. This KPI reporting was organised between January and April 2012, to which 72 companies contributed with their data.



Highlights 2011 vs 2010

Charter participation

The total production tonnage covered by the Charter was 12.0 million tonnes, up +4% vs 2010

Energy consumption

Energy consumed per tonne of production fell by -4.0%, making a total decline of -18% since 2006

CO₂ emissions

Emissions of CO₂ fell by -9% per tonne of production on a like-for-like basis, making a total decline of -22% since 2006

Water consumption

Water consumed per tonne of production fell -3.8% vs 2010

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Other Communication

The Charter in the media

Since the Charter launch in December 2004, communication activities via A.I.S.E. and its network of national associations have been strongly encouraged, and led to the publication of various articles.

Please find below a selection of related articles that have been published recently.

- [GSA: Assocasa e la sostenibilità: tutte le novità dal settore della detergenza, July 2012](#)
- [GSA news: Assocasa e la sostenibilità: tutte le novità dal settore della detergenza, July 2012](#)
- [Household and Personal Care Today: Tackling the industry challenges through voluntary initiatives, July 2012](#)
- [Largo Consumo: Innovazione per reagire alla crisi, July 2012](#)
- [Pulizia industriale e Sanificazione: PA e prodotti per la detergenza e la disinfezione, June 2012](#)

All articles published so far can be found and downloaded via web at:

http://www.sustainable-cleaning.com/en.publicarea_mediacoverage orb.

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Conferences

During A.I.S.E.'s 60th Anniversary which coincided with the 9th A.I.S.E. Information Day, the Charter was presented in an exhibition, highlighting A.I.S.E.'s major achievements between 1952 and 2012. Speakers at the event included Unilever's CEO Paul Polman, representatives from the European Commission including Janez Potočnik, Commissioner for the Environment, the sustainability expert, Tim Macartney, and other high level representatives from industry and NGOs. A quote that was provided by Janez Potočnik prior to the event shows the importance and relevance of industry's voluntary initiatives: "A.I.S.E. is already working with its members to provide better information to customers on the sustainability of their products, for example, its Charter for Sustainable Cleaning. We have a major challenge over the next 60 years and well-designed voluntary initiatives can play an important part in delivering resource efficient growth". All conference materials associated with the A.I.S.E. 60th Anniversary and 9th Information Day are available at <http://www.aise.eu/infoday2012/>.

In October, A.I.S.E. attended the 59th SEPAWA Congress in Fulda/Germany and informed on the Charter and other topics in

which A.I.S.E. is actively involved. More than 1900 delegates from 40 countries visited the conference and exhibition this year.

Earlier this year, A.I.S.E.'s Sustainability and Communications Manager Sascha Nissen presented the Charter in April at the 7th International Fresenius Conference – Detergents and cleaning products, in Mainz/Germany to 220 participants and in May at the 6th SETAC World Congress in Berlin/Germany to about 100 delegates. There was a lot of interaction after the presentation with positive feedback from the audience.

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Project development – Useful information

Accredited Verifiers for the Entrance Check

AENOR, Bureau Veritas Certification Germany GmbH, Certiquality, CSQA Certificazioni, DNV Business Assurance/DNV Certification Oy Ab, DQS GmbH, Dr. Willi Bethäuser, DS Certificering, Happy Note Ltd, JJD CONSULTANT, Lloyd's Register, OFC, QualityMasters, SGS, Two Tomorrows Group, TUEV Austria Deutschland GmbH, Umweltgutachter Dipl.-Ing. Henning von Knobelsdorff, URS Corporation.

Your input is highly welcomed

The A.I.S.E. secretariat would highly appreciate to receive from companies in the Charter copies of communication material (e.g. reviews, newsletters, leaflets) featuring the Charter.

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Charter Contact Persons

For questions or feedback, please contact:

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