



THE CHARTER FOR SUSTAINABLE CLEANING UPDATE 2010

Reducing the Footprint of the Detergents
and Maintenance Products Industry

A.I.S.E. Charter Newsletter No. 13, August 2014

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



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Status Report/Overview Registrations

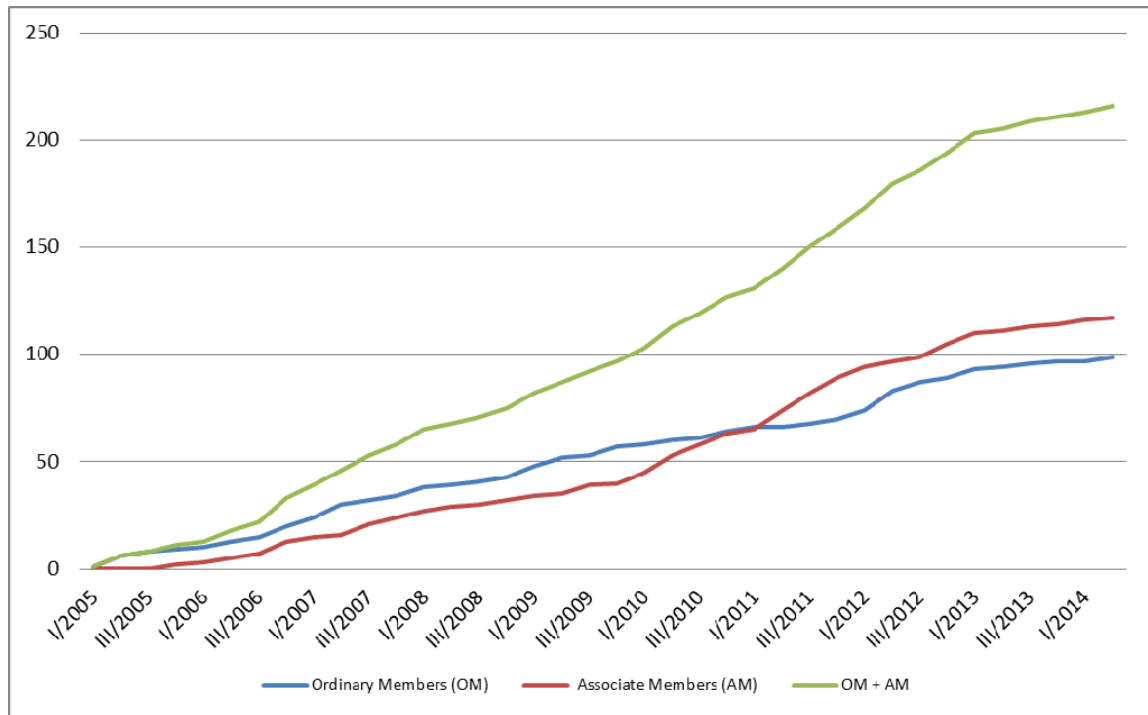
215 Manufacturers and Distributors in the Charter so far (*164 companies have committed to the Charter Update 2010)

Interest in joining the Charter for Sustainable Cleaning continues to be strong and the Charter community is growing: As of September 2014, **98 manufacturers** have officially committed as **ordinary members** to the Charter: Acdopro*, AC Marca, Action Pin, Aerochemica*, Afalin*, Agraplan Farmaca*, Albaad*, Alfred Kärcher*, Amway, AVT*, Beromin Chemie*, Biochimica*, Bolton Manitoba, Brauns Heitmann*, Buck-Chemie*, Budich International*, Chemical Flacer*, Colgate Palmolive*, Claro Products*, Dall-Werke*, Danlind*, Deco*, Delta pronatura*, Deterplast*, Diversey*, Domal wittol*, Donau Kanol*, Dreco*, Dri-Pak*, Dr. Schnell Chemie*, Dr. Schumacher*, Dylas Italia*, Emmegi Detergents*, Encos HandelsgembH*, 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, ITS Sisa*, Jeyes, KH Lloreda, Kiter*, Luhns*, Madel*, Mantz airmotions*, Mc Bride*, Mellerud Chemie*, Messing & Keppler*, Mifa, Nice Pak International*, Nicols*, Nopa Nordic*, Packaging Imolese*, PCC Consumer Products Kosmet*, Persan*, Pizzolotto, Procter & Gamble*, Productos Codina, Promer*, Punch Industries*, Reckitt Benckiser*, Relevi*, Riem*, Rieduklin Chemie*, Rosmarin*, Saci*, Sapro*, SC Johnson*, Senzora*, Solent Group, SOLUTION Glöckner Vertriebs-GmbH*, Spectro*, Staples Disposables*, Star Brands, Suavizantes y Plastificantes Bituminosos – SPB*, Südsalz*, Suministros Cientificos Tecnicos, Sutter*, Swallowfield, Swif*, Thurn Produkte*, Tosvar, Unilever*, Van Dam Bodegraven*, Vandeputte*, Vipack*, Wareg*, Waschmittelwerk Genthin*, Werner & Mertz*.

117 distributors have now signed the **Associate Membership Agreement**: Acdoco*, Ahold Europe*, Alco*, Aldi Nord*, Aldi Süd*, Alpheios, Argos Hygiène, Asda, Asito*, ASP Cleaning Products*, Asto International Logistics*, A.S. Watson (Kruidvat & Trepleister)*, Auchan, Avanti Blue*, Avilo Marketing*, Avodesch*, Bennet, Bertels B.V.*, BFS Group (3663)*, Billa*, Boma*, Bon Preu Sau, Burnus*, Cantorclin Schoonmaak*, Caprabo, Carrefour, Coldis, Condis, Coolike Regnery*, Consum. S. Coop. V*, The Co-operative Group*, CPH - Companhia Portuguesa de Hipermercados, Conad, Crai Secom, Dasselaar Grootverbruik*, DEHAG-Dörr-Handels GmbH*, Delhaize Group*, Despar Italia Consorzio, Detailconsult Formule-Management, D.H.P.*, D.L.P.*, DM-Drogerie Markt*, Dr. Weigert Nederland, Edeka*, Esselunga*, Euriga Trading*, Eurospin Italia, Ewepo*, Facilicom Professional Products, Globus SB-Warenhaus Holding, GTG Hansa*, Grandi Magazzini e Supermercati il gigante*, Hilco Chemie*, Hyga Tissue + Cosmetics, Hygien Tech*, IN'S Mercato*, Iwan Budnikowsky*, Jannis*, Jumbo Supermarkten*, Kaiser's Tengelmann, Krabeck*, Kaufland, Leifheit*, Les Coopérateurs de Normandie – Picardie, Lidl*, Linz*, Lombardini Discount*, Marks & Spencer, Mercadona*, Migros, Miquel Alimentacio Grup, Modelo Continente Hipermercados, Morrisons*, MTS Euro Products*, 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*, Sisa*, SMA SpA*, SNG Commercial*, 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, 87 companies (from Algeria, Belgium, Canada, the Czech Republic, Finland, France, French Guiana, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Spain, Sweden, Switzerland, Syria, Turkey, the UK and the USA) are in the Charter training area, preparing for the Charter Entrance Check.

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News and Info

A.I.S.E. Activity and Sustainability Report 2013-2014

The latest A.I.S.E. Annual Review and Sustainability Report was recently published and covers the period June 2013 - June 2014. It provides an overview on our two key areas of activities, product safety and innovation on one hand and sustainability initiatives on the other. The Sustainability section of the report focuses on developments achieved with regards to the A.I.S.E. Charter for Sustainable Cleaning. The KPI performance is based on data gathered between January and April 2014. A total of 93 companies contributed to the results achieved.

KPI HIGHLIGHTS 2013 vs 2012

Charter footprint

There was an increase in the number of companies reporting for 2013 from 89 to 93, and the total production tonnage covered by the Charter including new companies joining was 11.1mt, equivalent to 99.6% of the total output of reporting companies in the EU+4. However, compared to 2012, this total production tonnage fell by -8.3%.

Energy consumption

Total energy consumed fell -11% on a like-for-like basis.

CO₂ emissions

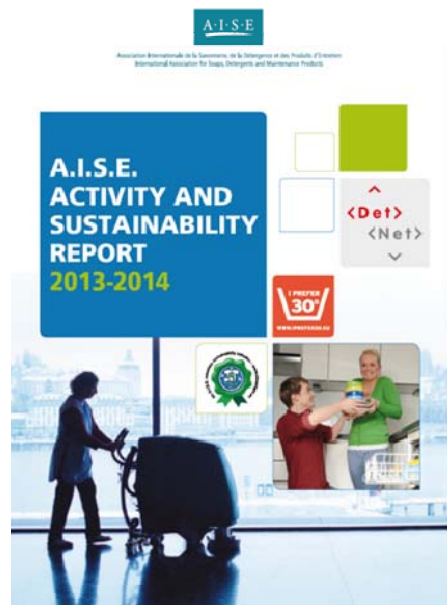
Total emissions of CO₂ fell -10% on a like-for-like basis.

Changes since 2006

Energy use per tonne of production is down by -25.7% and CO₂ by -28.8% over the 8 years since 2006.

Products with ASP logo

The number of consumer products carrying the ASP logo increased from 688m to 820m, an increase of 19% on a like-for-like basis. From the laundry category alone, 31% of products comply with the Charter Advanced Sustainability Profiles.



To access the latest A.I.S.E. Activity and Sustainability report, incl. the complete KPI data report, please visit:
www.aise.eu/library/publications


Development of Charter Advanced Sustainability Profiles

Products with the Advanced Sustainability Profiles (ASPs) are being clearly introduced on the market in Europe. E.g. for household laundry detergents, fabric conditioners, automatic dishwashing detergents and all purpose cleaners and floor cleaners, by the end of 2013 there were 820 million products in these categories carrying the ASP logo across the Charter area (for further details, see the A.I.S.E. Activity and Sustainability Report 2013-2014). In addition, ASPs for household trigger spray cleaners for hard surfaces (October 2013), household manual dishwashing detergents (January 2014) and household toilet cleaners (July 2014) are available.

A.I.S.E. continues to progress on the development of ASPs: an A.I.S.E. Task Force is working on the finalisation of ASPs for professional building care products, on which a consultation with the industry was organised between 1 July and 15 August this year.

The relevant material concerning all ASP components can be found via:
www.sustainable-cleaning.com/en.companyarea_documentation.orb

Product categories for which Charter ASPs have been activated:

Product category	ASP CRITERIA					Activation date*
	Product formulation		Packaging weight per job	Packaging recycled content (primary and secondary packaging)	End User information on pack	
	Pass ESC	Dosage (g or ml/job)				
Household laundry products						
Laundry detergent powders	Yes	≤ 75g + ≤ 115ml	≤ 6.5g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Laundry Cleanright panel AND Ability to wash at ≤ 30°C indicated AND Safe use tips	1 July 2011 Updated 1 July 2013
Laundry detergent liquids		≤ 75ml	≤ 7.0g			
Fabric conditioners		≤ 35ml	≤ 4.0g		Laundry Cleanright panel AND Safe use tips	
Household automatic dishwashing detergents						
Powders and unit doses with rinse function	Yes	≤ 25g	≤ 3.5g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Autodish Cleanright panel AND Safe use tips	1 April 2013
Powders and unit doses without rinse function		≤ 20g	≤ 3.5g			
Liquids mono chamber style		≤ 35ml	≤ 4.5g			
Liquids multi chamber style		≤ 35ml	≤ 6.0g			
Household dilutable all purpose and floor cleaners						
	Yes	≤ 12ml/1l of wash water	≤ 1.3g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	All purpose cleaners Cleanright panel AND Dosage information AND Safe use tips	1 October 2013
Household trigger spray cleaners						
	Yes		≤ 1.4g per 10 ml of product dosage	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Trigger spray Cleanright panel AND Dosage information AND Safe use tips	1 October 2014
Household manual dishwashing detergents						
	Yes	≤ 5ml/5l of wash water	≤ 0.7g	Card board: ≥ 60% OR 100% of content in board packaging is certified made from fibre sourced from sustainable forests	Manual dishwashing Cleanright AND Dosage information AND Safe use tips	1 January 2015

A.I.S.E.'s Product Environmental Footprint (PEF) pilot on household liquid laundry detergents

In the context of its Single Market for Green Products (SMGP) initiative, the European Commission has established a Life Cycle Assessment (LCA) based harmonised PEF method to measure environmental performance throughout the product's lifecycle.

PEF pilot projects with specific product sectors are being carried out between November 2013 and end of 2016, aiming at:

1. Identifying Product Category Rules on key environmental parameters
2. Testing verification procedures
3. Testing different communication options

Together with partners from industry (including the companies Dalli, Ecover, Henkel, McBride, P&G, Unilever, Vandeputte and the national industry associations Afise (France) and Detic Belgium), and external organisations (Cesio, the Swiss Government Federal Department of the Environment, the Technical University of Berlin, Global Standards 1, SGS, and The Sustainability Consortium (TSC)), A.I.S.E. is developing and testing the PEF method for our industry sector. A.I.S.E. will bring through this pilot the expertise that has been established through its different voluntary initiatives, including our Charter for Sustainable Cleaning.

The project is well under way. During a meeting of the Environmental Footprint Steering Committee (EFSC) on 19 and 20 May 2014, the A.I.S.E. PEF Technical Secretariat proposal on the product scope, the representative product and the LCA model was

presented and approved. The next milestone will be the finalisation of the PEF screening, an impact assessment of the representative product on 15 default impact categories.

Find out more on our website at www.aise.eu/pef as well as the European Commission PEF web portal: http://ec.europa.eu/environment/eussd/smgp/product_footprint.htm

Pan-European sustainable laundry campaign “I prefer 30°”

During this year, the ‘I prefer 30°’ campaign has been rolled out in Belgium, Denmark, France, Italy and the United Kingdom to promote low temperature washing in Europe and fight climate change. The novelty of the campaign is that it was opened to retailers, appliance manufacturers, fashion manufacturers/retailers, authorities, NGOs and other corporate supporters making it a unique multi-stakeholder movement! In total, more than 30 organisations joined the campaign. A.I.S.E. national associations including Afise, Assocasa, Detic, SPT and UKCPI organised a number of activities to amplify the campaign with local partners through social media as well as online and traditional PR to engage with consumers. There was positive coverage through the media campaign run by the detergent companies including print, radio, TV and internet exposure.

www.iprefer30.eu



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Conferences

In the course of this year, the Charter and other A.I.S.E. Sustainability Initiatives have been presented at following conferences:

- Cefic LCA workshop, Brussels/Belgium, 17 January 2014
- FoodDrinkEurope LCA workshop, Brussels/Belgium, 30 January 2014
- Fresenius Detergents Conference, Mainz/Germany, 12-13 February 2014
- Plastics Europe LCA workshop, Brussels/Belgium, 27 February 2014
- PIRA cleaning products conference, Manchester/UK, 27 March 2014
- EU Sustainable Energy Week: Plastics Europe LCA and PEF conference, Brussels/Belgium, 24 June 2014

From 6th to 9th October, A.I.S.E. will participate in the exhibition of the World Conference on Fabric and Home Care in Montreux, Switzerland, presenting A.I.S.E.’s activities, including the Charter.

From 15th to 17th October, A.I.S.E. will be represented with a booth at the 61st SEPAWA Congress in Fulda/Germany. The Charter and other topics in which A.I.S.E. is actively involved will be showcased, and the new Charter ASP criteria for professional building care products will be subject to a speech in the context of the official conference programme on 16 October.

A.I.S.E. representatives will talk about the Charter experience also at following events:

- 56th Discussion Forum on Life Cycle Assessment, Zurich/Switzerland, 9 September 2014
- CESIO Technical Forum, Amsterdam/The Netherlands, 19 September 2014
- 2nd PEF World Summit, Berlin/Germany, 1-2 October 2014
- EcoChem 2014, Basel/Switzerland, 11-13 November 2014

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Project development – Useful information

Accredited Verifiers for the Entrance Check

AENOR, Bureau Veritas Certification Germany GmbH, Certiquality, CSQA Certificazioni, DNV, DNV Business Assurance/DNV Certification Oy Ab, DNV Two Tomorrows, DQS GmbH, Dr. Willi Bethäuser, DS Certificering, Happy Note Ltd, JJD CONSULTANT, Lloyd’s Register, OFC, QualityMasters, SGS, 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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