



## CHARTER UPDATE 2010: ASP SUBSTANTIATION DOSSIER: HOUSEHOLD TOILET CLEANERS - VERSION 1 JULY 2014 -

*A.I.S.E. is the voice of the Soaps, Detergents and Maintenance Products Industry in Europe. Its membership comprises of 34 National Association in 39 countries and 9 companies that are direct members. In total, A.I.S.E. represents more than 900 companies that are involved in the household market and/or in the Industrial & Institutional cleaning domain, thus representing the vast majority of the companies in this domain.*

### 1) Introduction

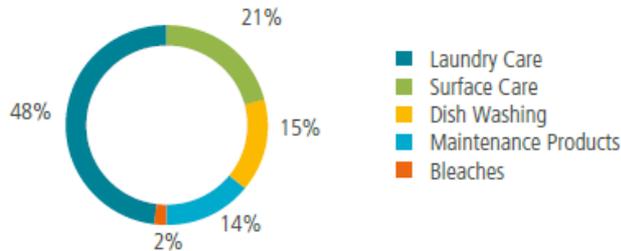
A.I.S.E. strongly believes that it has a key role to play in driving mainstream changes for more sustainable consumption and production patterns. In this spirit, it has developed and implemented over the last 15 years a number of voluntary initiatives aimed at the whole sector. The objective of these various initiatives is to help drive sustainability/environmental improvements for the majority of products in its sector, by steering all players towards more sustainable practices in the industry and helping to deliver substantial savings of resources to society.

Its main horizontal project is the **A.I.S.E. Charter for Sustainable Cleaning**. Launched in 2004, this voluntary initiative is a comprehensive life-cycle-based framework for promoting a common industry approach to sustainability improvement and reporting.

From the outset, the Charter has been seen as a living scheme, with a broad commitment to update it regularly. In October 2010, A.I.S.E. launched the "**Charter Update 2010**". A key component of the Charter Update 2010 is the addition of a product dimension. The inclusion of a product dimension further strengthens the scheme by enabling it to more completely cover the whole life of a product in terms of sustainability, from manufacturing to end-use. This also signals to consumers that a product is environmentally compatible, allowing them to make a more informed choice of products. This is achieved by creating "**Advanced Sustainability Profiles**" (ASPs) for each major product group. The ASPs are designed to determine a set of minimum criteria that a product must meet, in order to be considered as an example of a product with a good sustainability profile.

**This document provides details on the processes used to develop the Advanced Sustainability Profile for the product group "Household toilet cleaners".**

## 2) The market (EU, plus Norway and Switzerland)



### Surface Care:

=> 21% of A.I.S.E. total household market value; the industry's second biggest market in Europe.

=> Market Value: 5.9 billion Euros in 2012

Proportion for the value of toilet cleaners in this segment:

about 26% i.e. about 1.5 billion Euros.  
(Source: Euromonitor International)

Total EU 27+CH+NO		
A. Household	100%	million €
Laundry Care	48%	13,755
Surface Care	21%	5,938
Dish Washing	15%	4,263
Maintenance Products	14%	3,857
Bleaches	2%	674
<b>Total</b>	<b>100</b>	<b>28,487</b>

Source: A.I.S.E. Activity and Sustainability Report 2012-2013, Euromonitor International

## 3) ASP principles

The principles applied to the setting of the ASP criteria are as follows:

1. The ASP criteria should represent a target that is **aspirational, but reasonably achievable by all using readily available technology**. Our vision is that products within the category should be able to achieve the ASP targets within a reasonable timeframe when companies make the deliberate decision to drive sustainable consumption and production patterns.
2. The ASP criteria will reflect as completely as possible the key drivers of reduced environmental impact (hot spots), as identified by Life Cycle Analysis (LCA).
3. The Advanced Sustainability Profile, like the Charter, is a living system, with the implicit intention to periodically review the criteria and thresholds in order to move the category in the direction of continuous improvement of sustainability.
4. The setting of ASP criteria must always follow the established evaluation and consultation process detailed in the next section.

## 4) Process for the development of an ASP for household toilet cleaners

1. **Identification of product category and installation of A.I.S.E. Task Force**
2. The A.I.S.E. Sustainability Steering Group (SSG) proposed on 17 June 2010 to develop ASPs for main hard surface cleaners, incl. toilet cleaners. The ASP Task Force; which was set up to develop such ASPs, met for the first time on 7 September 2010. It was composed of experts from nine companies, namely Colgate Palmolive, Dalli, Delta pronatura, Henkel, Jeyes, Luhns, P&G, SC Johnson and Unilever. Work was coordinated by the A.I.S.E. Secretariat.
3. **Development by the Task Force of ASP criteria and thresholds**

Based on LCA (see chapter 5) the TF identified relevant LCA parameters. Between 2011 and 2013, several data collections on those parameters were organised by the A.I.S.E. secretariat. All nine companies represented in the TF provided data on a representative sample of the EU market<sup>1</sup>. It is on that basis that the calculations below have been made. The data was collected and aggregated under strict confidentiality by the A.I.S.E. secretariat.
4. **Internal A.I.S.E. consultation and endorsement**

This recommendation on the ASP and thresholds was presented for approval to the SSG on 12 March 2014, the A.I.S.E. Management Committee on 18 March 2014, the A.I.S.E. Legal Panel in March 2014 and the A.I.S.E. Board for endorsement on 10 April 2014. In addition, this dossier was developed in order to substantiate in a transparent way the processes and the proposed thresholds.
5. **Industry consultation and activation**

The ASP and the substantiation dossier were subject to consultation with Charter member companies and the industry from 10 April 2014 to 23 May 2014. Companies were asked to comment/input on the relevance and technical feasibility of the proposed thresholds.

Based on the received input, this ASP was finalised as part of the Charter and are made available to industry from 1 July 2014.

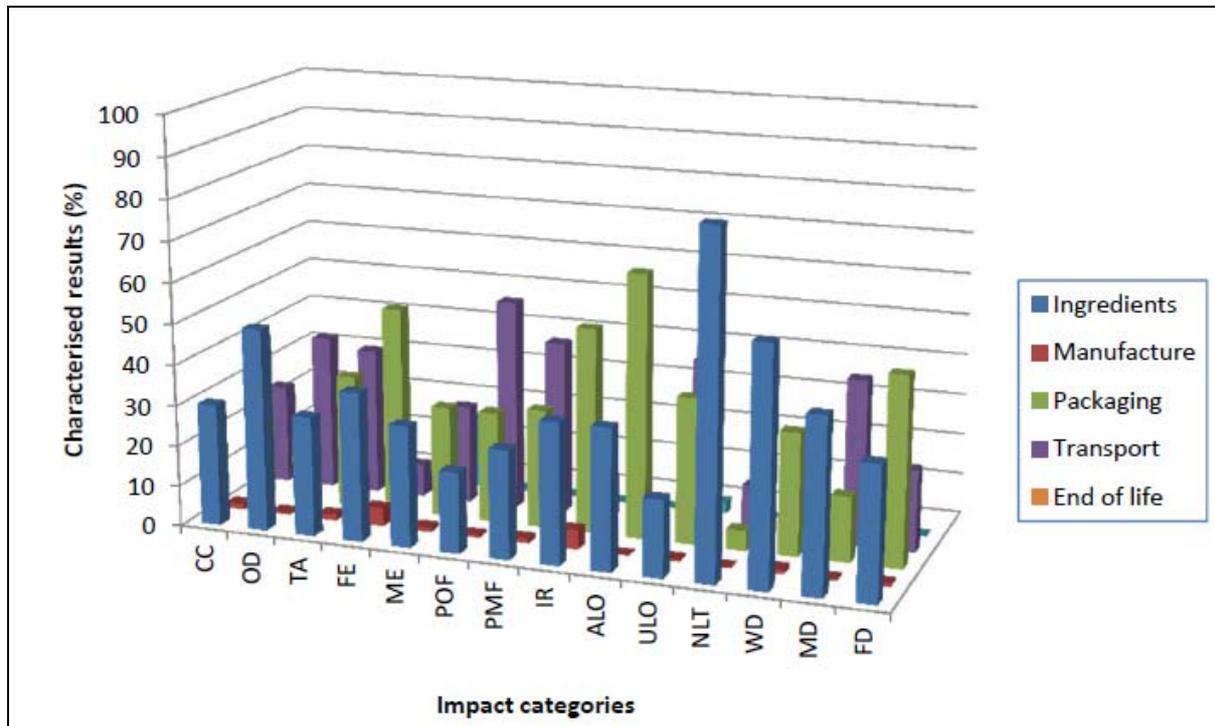
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<sup>1</sup> Data available at the A.I.S.E. secretariat.

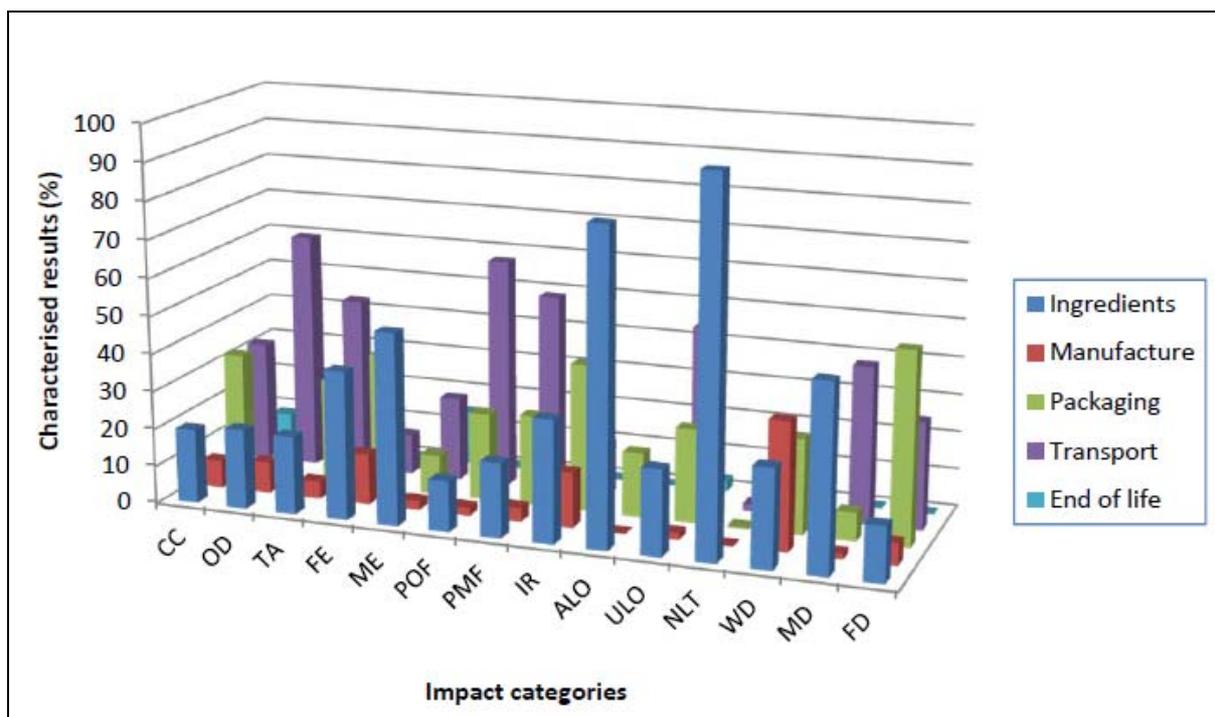
## 5) ASP criteria and rationale

### Life Cycle Analysis

Screening Life Cycle Analyses for 2 toilet cleaner formats (acid and bleach) were carried out, in order to get an understanding of the environmental impacts of the various stages of the life cycle.



Contribution of different life cycle stages of an acid toilet cleaner to the environmental impact categories



Contribution of different life cycle stages of a bleach toilet cleaner to the environmental impact categories



The stages of the life cycle process considered were:

- Ingredients
- Formulation
- Packaging
- Transport
- End of life

NB: The impact of the use phase related to the toilet cleaner (i.e. flushing water) is negligible.

The impact categories evaluated were:

- Climate change
- Ozone depletion
- Terrestrial acidification
- Freshwater eutrophication
- Marine eutrophication
- Photochemical oxidant formation
- Particulate matter formation
- Ionising radiation
- Agricultural land occupation
- Urban land occupation
- Natural land transformation
- Water depletion
- Metal depletion
- Fossil depletion

The Life Cycle Analyses for both toilet cleaner formats show that the most significant impact on the environment have the ingredients sourcing, transport and packaging.



### **ASP criteria**

Given that toilet cleaners end up as water-borne waste, it is essential that a more sustainable product poses a significantly reduced (or: minimised) risk for the environment. Therefore, all “down-the-drain” product categories must pass the Environmental Safety Check (ESC).

In addition, using the above LCA as a starting point, the A.I.S.E. Task Force in charge of setting the ASP criteria for toilet cleaners worked on the following main components:

- activities at product level, under the direct control of manufacturers:
  - by determining a maximum level of packaging materials per job
  - by setting a minimum level of recycled/sustainably sourced content in primary and secondary packaging.
- activities at consumer level given that this represents the highest environmental impact:
  - providing on-pack guidance for the most sustainable product use (see annex 'End User Information')

Implicit in the ASP criteria is that a product must deliver an acceptable level of performance.

In order for a product to meet the criteria of the Advanced Sustainability Profile, it must meet the conditions in each and every domain as detailed below:

**ASP Criteria for household toilet cleaners**

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.

<b>Product formulation</b>	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)
<b>Packaging weight per job</b>	Total (primary + secondary but excluding tertiary) packaging in g per 55ml product dosage: <b>≤ 5.6g</b>
<b>Board packaging – recycled content</b>	Minimum requirement: <b>≥ 60%</b> <b>OR</b> 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: <b>no minimum.</b>
<b>Materials other than board – recycled content</b>	No minimum, but any recycled plastic content may be excluded from the calculation of total packaging weight per 55ml product dose
<b>End User Information</b>	<b>Safe use tips</b> <b>AND</b> <b>Toilet Cleaners Cleanright Panel on-pack (see annex)</b>
<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



### ***Packaging***

Based on the outcome of the Life Cycle Analyses, the experts identified the reduction of packaging as a key factor, in order to reduce the overall environmental impact. A threshold of 5.6 g per 55ml of product dosage has been proposed for consultation on the basis that those are achievable using readily available technology. This threshold was confirmed in the consultation.

### ***Packaging recycled content***

The data provided to A.I.S.E. of current recycled board packaging content used by several major manufacturers, representing the majority of the household toilet cleaners market, indicates that the percentage of recycled board packaging material varies. A threshold of 60 % has been identified as achievable by manufacturing companies, using conventional technologies yet leading to environmental benefit. A further option in order to fulfil this ASP criteria was launched for the ASPs for solid laundry detergents, automatic and manual dishwashing detergents, dilutable all purpose and floor cleaners and for trigger spray glass/window, bathroom, kitchen and all purpose (for hard surfaces) cleaners (all household): the complete amount of packaging virgin board has to come from fibre sourced in a managed way, using certified forest content from an endorsed certification standard such as FSC, SFI or PEFC (FSC: Forest Stewardship Council; SFI: Sustainable Forestry Initiative; PEFC: Programme for the Endorsement of Forest Certification). This was confirmed as an outcome of the consultation.

### ***End user information***

Considerable savings, both environmentally and economic, could be reached through better sustainable consumer behaviour. Thus, it is also key to continue providing the consumers with advice about the use of toilet cleaners. Companies will be requested to use the 'Toilet Cleaners Cleanright Panel', introduced by A.I.S.E. in 2014 (see annex) and the A.I.S.E. safe use tips. Evidence has to be provided in case of external verification organised by A.I.S.E. that the product has been performance tested and fulfils a level acceptable to consumers consistent with claims made.



## 6) Value of industry self-regulation

A.I.S.E. has a long tradition of successful voluntary initiatives initiated for the whole industry (e.g. A.I.S.E. Code of Good Environmental Practice, A.I.S.E. Charter for Sustainable Cleaning, Laundry Sustainability Projects, Product Resource Efficiency Projects), which have all achieved significant savings.<sup>2</sup>

In the specific case of a sustainability programme for household toilet cleaners, the life cycle analyses (see section 5 of this report) demonstrate that:

- Environmental Safety of ingredients
- Packaging
- Transport
- Optimal use of the product ...

... are the critical parameters to be addressed. It is A.I.S.E.'s view and experience that in these specific circumstances, industry association-led initiatives are more reliable than "business as usual"/individual company led initiatives for the following reasons:

- Environmental Safety; the ESC tool offers a common set of data that the whole industry can have access to, and against which they can benchmark their formulation; this offers a common level playing field for all market players in a free, public way that is also transparent to all stakeholders.
- Product packaging: By raising the industry standards to the proposed levels, this will help move the whole market to such standards in a self-regulatory way, as successfully as regulation whilst leaving innovation potential for companies.
- Optimal use of products: Common industry communication to drive sustainable consumption, in line with other A.I.S.E activities make a lot of sense, and also have the value of potentially being further relayed to the public by other stakeholders especially if they are industry led. This is because such an approach can build on and benefit from a coordinated communication campaign with consistent messages that can only be possible in such a context.

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<sup>2</sup> After the 5 years of the "Code" initiative (ending 2001), the industry achieved: energy consumption – 6.4 % reduction per wash; laundry detergent use – 7.9 % reduction per capita, 16.0 % reduction per wash; packaging use – 6.7 % reduction per capita, 14.9 % reduction per wash; poorly biodegradable ingredients – 23.7 % reduction per capita, 30.4 % reduction per wash.

From 2006 to 2012, Charter member companies achieved savings on: Energy consumed per tonne of production: -19 %; CO<sub>2</sub> emitted per tonne of production: -24 %; Waste: -6 %.

## 7) Expected benefits

With the implementation of the Advanced Sustainability Profile for household toilet cleaners, the following benefits are expected EU wide:

- Reassurance that ingredients in the product formulation have an environmental concentration at or below the predicted no-effect level for aquatic toxicity
- Optimal use of packaging:  
→ **Expected benefits: 700 tons**<sup>3</sup>
- Optimisation on transport:  
→ **Expected benefits: 35 truck journeys**<sup>4</sup> due to reduction of packaging
- Reassurance of companies' responsibility on sustainability
- Promotion of sustainable behaviour of end users

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<sup>3</sup> Based on data collection and aggregation of Euromonitor market overview data.

<sup>4</sup> 1 truck loaded with 20 tons.

## 8) 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

## 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/end\\_user\\_info](http://www.aise.eu/end_user_info)

### 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)

