







A·I·S·E

since 1952

# THE CLEANING & HYGIENE PRODUCTS INDUSTRY 2022-23



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## ABOUT A.I.S.E.

A.I.S.E. is the International Association for Soaps, Detergents and Maintenance Products. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators for over 70 years.

Membership consists of 29 national associations across Europe, 18 corporate members and 18 value chain partners. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

The industry is a substantial contributor to the European economy with an annual market value of €42.8 billion, directly employing 95 000 people and 360 000 throughout the value chain.

A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products for consumers and professional customers.

## A.I.S.E. MISSION

We enable our industry to succeed by promoting and shaping a favourable operating framework.

We do this by serving our members in:

- developing and representing our industry perspective with one voice to European policy makers;
- creating and driving industry initiatives;
- engaging with value-chain partners and other key stakeholders;
- leveraging the expertise and diversity of the network of national associations and companies.

## INDUSTRY VISION

*“A prospering cleaning and hygiene industry which is a role model for serving society in an innovative and sustainable way.”*

## A.I.S.E. STRATEGIC PRIORITIES



# FOREWORD



The compass symbol continues to represent our association’s work in guiding members and stakeholders using the principles of Nurture, Elevate, Shape and Work together. And we have certainly appreciated it this past year. Hot on the heels of Covid-19 A.I.S.E. has faced a war on its doorstep, an economic crisis and raw materials crisis and the EU Green Deal that has brought with it a tsunami of legislative changes.

In the past we had a couple of major regulations affecting our sector. Today, dozens of files impact us such as CLP, REACH and the Detergents Regulation under reform and new frameworks are emerging – including Safe and Sustainable by Design and Ecodesign for Sustainable Products Regulation.

In transforming the EU for a sustainable future, the Green Deal contains two key policy areas which stand out for us: The Chemicals Strategy for Sustainability and the Circular Economy Action Plan. Over the past year we have worked on the revision of these major pieces of chemical legislation in parallel and across institutions, contributing to more than 50 public consultations, taking part in several High-Level EU Commission’s Roundtables, and held over 60 meetings with Members of the European Parliament. We also addressed important dossiers including the revision of the Packaging and Packaging Waste Regulation and legislation on Green Claims and Consumer Empowerment.

We could not have handled this unprecedented workload without the support of our network of national associations and companies. They have been a huge strength and unique asset in ensuring that the voice of our industry is heard. The diversity of our members delivers messages that resonate with different audiences and SMEs have played a pivotal role.

Looking to the future, we will continue to navigate by the principles underpinning all our actions: science-based, fostering innovation, supporting coherent enforcement and the single market. We will remember to focus on what matters most, to sharpen our skills to address new territories, to be agile and fast in responding, and to stay united as an outstanding force with a 70-year track record!

Enjoy reading!

Yours sincerely,

Nadia VIVA,  
A.I.S.E. President

Susanne ZÄNKER,  
A.I.S.E. Director General

# A.I.S.E. MEMBERSHIP (AS OF JUNE 2023)

A.I.S.E.'s credibility and authority derive from the strength of our network of member companies and national associations, representing more than 900 companies supplying household and professional cleaning products and services across Europe. We are committed to leading and engaging in activities that deliver real added-value for all our members, thereby helping the industry to realise its vision.

## 27 NATIONAL ASSOCIATIONS ORDINARY MEMBERS

<p><b>AUSTRIA</b> Fachverband der Chemischen Industrie Österreichs - F.C.I.O. Mr Christian Gründling www.fcio.at</p>	<p><b>GERMANY</b> Industrieverband Körperpflege- und Waschmittel - IKW Mr Thomas Keiser www.ikw.org</p>	<p><b>POLAND</b> Polskie Stowarzyszenie Przemysłu Kosmetycznego i Detergentowego - PACDI Ms Anna Oborska www.kosmetyki-detergenty.pl</p>
<p><b>BELGIUM / LUXEMBOURG</b> Belgian &amp; Luxembourg association for producers/distributors of cosmetics, cleaning and maintenance products, adhesives, sealants, biocides and aerosols - DETIC Ms Françoise Van Tiggelen www.detic.be</p>	<p><b>GERMANY</b> Industrieverband Hygiene und Oberflächenschutz für Industrielle und Institutionelle Anwendung e.V. - IHO Mr Thomas Rauch www.iho.de</p>	<p><b>PORTUGAL</b> Associação dos Industriais de Sabões, Detergentes e Produtos de Conservação e Limpeza - A.I.S.D.P.C.L. Ms Ana Maria Couras www.aisdpcl.org.pt</p>
<p><b>BULGARIA</b> Bulgarian National Association of Essential Oils, Perfumery and Cosmetics - BNAEOPC Ms Gergana Andreeva https://www.bnaeopc.com</p>	<p><b>GREECE</b> Association of the Greek Industry of Detergents and Soaps - SEVAS</p>	<p><b>ROMANIA</b> Uniunea Română a Producătorilor de Cosmetice și Detergenți - RUCODEM Ms Mihaela Rabu www.rucodem.ro</p>
<p><b>CROATIA</b> Hrvatska Gospodarska Komora - HGK Detergent and Cosmetics Affiliation of Croatian Chamber of Economy Ms Marijana SABLJIĆ www.hgk.hr</p>	<p><b>HUNGARY</b> Magyar Kozmetikai és Háztartás-vegyipari Szövetség - KOZMOS Mr István Murányi www.kozmos.hu</p>	<p><b>SLOVAK REPUBLIC</b> Slovenské združenie pre značkové výrobky - SZZV Mr Roman Šterbák www.szzv.sk</p>
<p><b>CZECH REPUBLIC</b> České sdružení pro značkové výrobky - CSZV Mr Lukáš Horák www.cszv.cz</p>	<p><b>IRELAND</b> Irish Cosmetics &amp; Detergents Association - I.C.D.A. Mr Kevin Maher www.icda.ie</p>	<p><b>SPAIN</b> Asociación de Empresas de Detergentes y de Productos de Limpieza, Mantenimiento y Afines - ADELMA Ms Pilar Espina www.adelma.es</p>
<p><b>DENMARK</b> Kosmetik- og hygiejnebranchen - KoBH Ms Helle Fabiansen www.kosmetikoghygiejne.dk</p>	<p><b>ITALY</b> Associazione Nazionale Detergenti e Specialità per l'Industria e per la Casa - ASSOCASA Mr Giuseppe Abello www.federchimica.it/associazioni/assocasa</p>	<p><b>SWEDEN</b> Branschföreningen Professionell Hygien &amp; Rengöring - BPHR Ms Anna Melvås www.bphr.se</p>
<p><b>ESTONIA</b> Eesti Keemiatööstuse Liit - ECTL Mr Hallar Meybaum www.keemia.ee</p>	<p><b>LATVIA</b> Latvijas ķīmijas un farmācijas uzņēmēju asociācija - LAKIFA Ms Zanda JURJANE www.lakifa.lv</p>	<p><b>TURKEY</b> Kozmetik &amp; Temizlik Ürünleri Sanayicileri Derneği - KTSD Ms Tulin Ozkoca www.ksd.org.tr</p>
<p><b>FINLAND</b> Kosmetiikka- ja hygieniteollisuus ry - KH Ms Sari Karjomaa www.kosmetiikkajahygienia.fi</p>	<p><b>NETHERLANDS</b> Nederlandse Vereniging van Zeepfabrikanten - NVZ Mr Hans Razenberg www.nvz.nl</p>	<p><b>UKRAINE</b> Lietuvos kosmetikos ir buitines chemijos gamintoju asociacija - LIKOHEMA Ms. Inara Joniškiene www.likochema.lt</p>
<p><b>FRANCE</b> Fédération Hygiène &amp; Entretien Responsable - FHER Ms Virginie d'Enfert www.fher.org</p>	<p><b>NORWAY</b> Vaskemiddelleverandørenes forening - VLF Mr Finn Rasmussen www.vlf.no</p>	<p><b>SLOVENIA</b> The Chamber of Commerce &amp; Industry of Slovenia-The Association of Chemical Industries of Slovenia - CCIS-ACIS Ms. Darja Boštjančič https://eng.gzs.si</p>

ORDINARY  
27

29

EXTRAORDINARY  
2

## 2 NATIONAL ASSOCIATIONS EXTRAORDINARY MEMBERS

**SERBIA**  
Association of Manufacturers and Importers of Detergents and Cosmetics - KOZMODET  
Ms Jelena Pejcinovic  
www.kozmodet.rs

## A.I.S.E. IS PLEASED TO WORK IN CLOSE COOPERATION WITH:

**LITHUANIA**  
Lietuvos kosmetikos ir buitines chemijos gamintoju asociacija - LIKOHEMA  
Ms. Inara Joniškiene  
www.likochema.lt

**SLOVENIA**  
The Chamber of Commerce & Industry of Slovenia-The Association of Chemical Industries of Slovenia - CCIS-ACIS  
Ms. Darja Boštjančič  
https://eng.gzs.si



ORDINARY  
8

SUPPORTING  
9

CORRESPONDING  
1

## 18 CORPORATE MEMBERS

### 8 ORDINARY CORPORATE MEMBERS

**COLGATE PALMOLIVE**  
Ms Ana Gaspar  
www.colgatepalmolive.com

**DIVERSEY**  
Mr Ad Jespers  
www.diversey.com

**ECOLAB**  
Mr Ludger Grunwald  
www.ecolab.com

**HENKEL**  
Mr Arndt Scheidgen  
www.henkel.com

**P&G**  
Ms Nadia Viva  
www.pg.com

**RECKITT**  
Mr Jan Vindberg-Larsen  
www.reckitt.com

**SC JOHNSON**  
Ms Yvonne Iwaniuk  
www.scjohnson.com

**UNILEVER**  
Mr Florian VERNAY  
www.unilever.com

### 1 CORRESPONDING CORPORATE MEMBER

**MARBA**  
Ms Aleksandra Kosciesza  
www.emarba.com

### 9 SUPPORTING CORPORATE MEMBERS

**CLOROX**  
Mr Dainius Plepys  
www.clorox.com

**DALLI-WERKE**  
Mr Stefan Müller  
www.dalli-group.com

**FICOSOTA**  
Ms Miglena Bankova  
www.ficosota.com

**HELICHEM**  
Mr Henk Vossen  
www.helichem.nl

**HYPREL (KERSIA GROUP)**  
Ms Isabelle Demoment  
www.kersia-group.com

**MCBRIDE**  
Mr Ian Croft  
www.mcbride.co.uk

**MONDO SPECHEM**  
Mr Ismaël Djelassi  
www.mondochemicals.com

**VAN DAM BODEGRAVEN**  
Mr Marc Bakker Schut  
www.vandambodegraven.nl

**VANDEPUTTE SAVONNERIE-ZEPPFABRIEK**  
Mr Maxime Vandeputte  
www.vandeputte.com

## 18 VALUE CHAIN PARTNERS - COMPANIES/ASSOCIATIONS IN EU/EFTA - ASSOCIATE MEMBERS

**ELECTROLUX**  
Mr Ibrahim Shaban  
www.electroluxgroup.com

**EVONIK**  
Ms Jacqueline Wiacek  
www.evonik.com

**GIVAUDAN**  
Mr Greg Adamson  
www.givaudan.com

**LUBRIZOL**  
Ms Eve De Maesschalck  
www.lubrizol.com

**MITSUBISHI CHEMICALS**  
Mr Steven Craven  
eu.mitsubishi-chemical.com

**MONOSOL, A KURARAY DIVISION**  
Mr Yash Parulekar  
www.monosol.com

**NOVOZYMES**  
Ms Barbara Dücker  
www.novozymes.com

**SYMRISE**  
Ms Lucile Manteau  
www.symrise.com

**AMFEP**  
Association of Manufacturers and Formulators of Enzyme Products  
Ms Céline Benini  
www.amfep.org

**CESIO**  
European Committee of Organic Surfactants and their Intermediates  
Mr Christopher Gallasch  
www.cesio.eu

**EUUNITED**  
European Engineering Industries Association  
Mr Peter Hug  
www.eu-nited.net

**IFF**  
International Flavours & Fragrances  
Mr Kris Bosma  
www.iff.com

**IFRA EUROPE**  
International Fragrance Association  
Ms Aurélie Perrichet  
www.ifra.org

**AICELLO-HARKE**  
Mr André Schellberg  
www.harke.com

**ARXADA**  
Mr Jędrzej Gromadecki  
www.arxada.com

**BASF**  
Mr Gerhard Merkle  
www.basf.com

**DOW EUROPE**  
Mr Farooq Alam  
www.dow.com

**ECOPOL**  
Ms Silvia Michelucci  
www.ecopol.com

## OPPORTUNITIES FOR A.I.S.E. MEMBERS

By joining A.I.S.E., companies that produce detergents and maintenance products, as well as national associations representing the local interests of their members, and partners in the value chain (such as raw material or packaging suppliers, retailers, the appliance sector etc.), will be able to:

- Participate in a wide industry network, both European and global
- Access valuable A.I.S.E. resources and tools
- Cooperate with partners across the value chain in industry-wide sustainability initiatives
- Influence and contribute to the political agenda at EU level
- Drive the industry agenda and shape the future legislative environment
- Enhance their visibility as an active partner in Europe's cleaning and hygiene industry.

For more information on how to become an A.I.S.E. member, please get in touch with [aise.main@aise.eu](mailto:aise.main@aise.eu)

# A.I.S.E. NETWORK

## REPRESENTING THE DETERGENTS AND MAINTENANCE PRODUCTS INDUSTRY ACROSS EUROPE

A STRONG NETWORK of over **900** COMPANIES

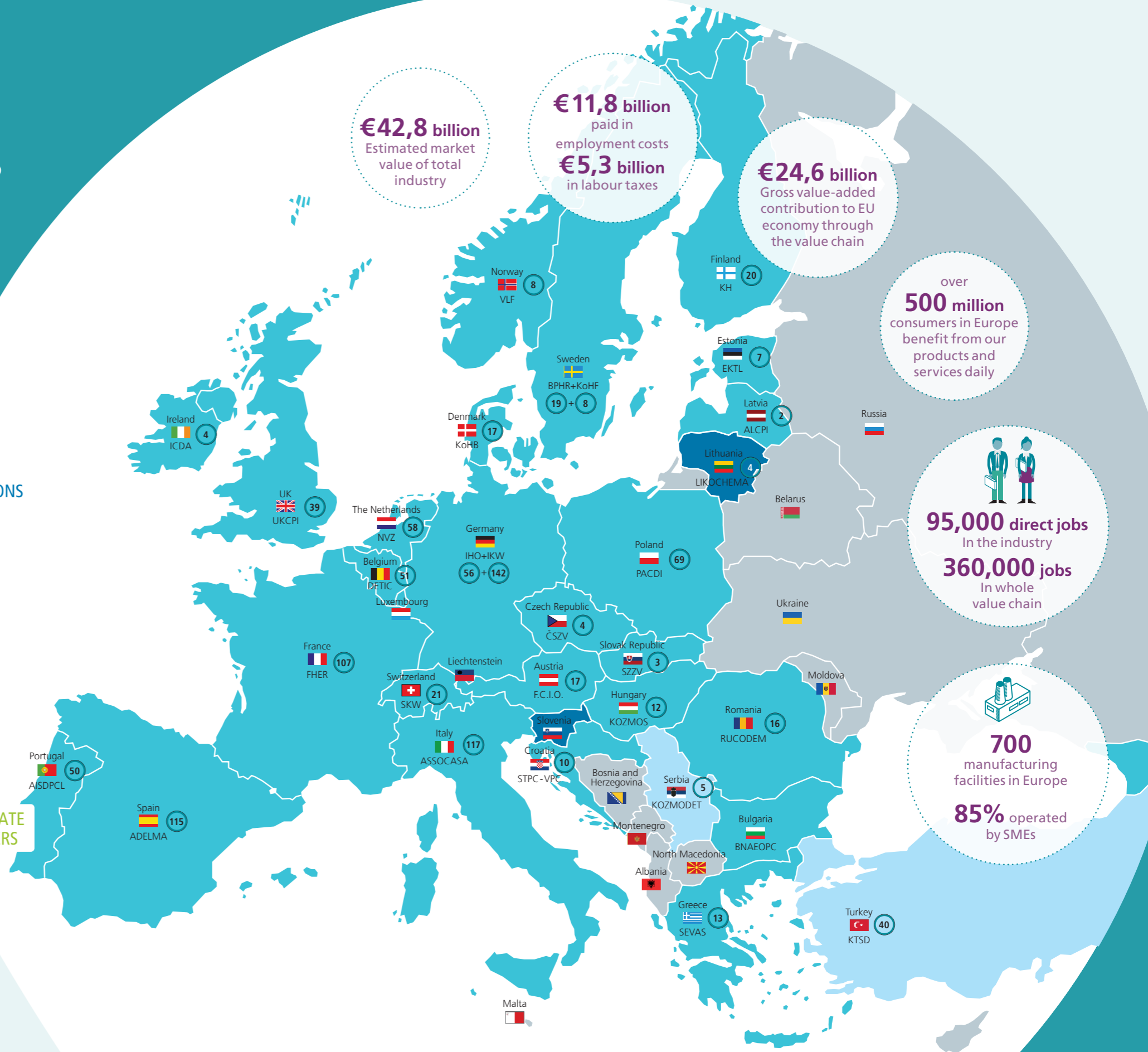
**29** NATIONAL ASSOCIATIONS

**18** CORPORATE MEMBERS

**18** ASSOCIATE MEMBERS

### A.I.S.E. REPRESENTS AN INDUSTRY THAT PROTECTS OUR EUROPEAN WAY OF LIFE

- Keeps our homes and public places clean and hygienic
- Facilitates convenient and modern lifestyles
- Secures patient safety in healthcare environments
- Maintains the durability of goods
- Prevents infection through good hygiene practices
- Increases productivity for companies
- Makes our lives more pleasurable and satisfying
- Protects investments in brands
- Adds to our sense of wellbeing
- Contributes to sustainability



■ A.I.S.E. members in EU/EFTA (ordinary members)

■ A.I.S.E. members outside EU/EFTA (extraordinary members)

■ Cooperation with A.I.S.E. network

■ No A.I.S.E. member association

① Total number of member companies per National Association

See inside front cover for full list of membership

# CLEANING & HYGIENE

## A CRUCIAL INDUSTRY FOR PEOPLE'S HEALTH AND WELLBEING, IN AND OUTSIDE THE HOME

Effective cleaning is a prerequisite of upholding hygiene and sustaining health. Whether in or outside the home, cleaning products and practices are an essential part of preventing infection and securing the safety of people. In specific areas such as kitchens, bathrooms and toilets, routine cleaning and disinfection when needed prevents the spread of harmful microbes which can cause infection and disease. Outside the home, effective cleaning and hygiene practices are essential in maintaining public health. In addition, multiple industries are enabled to function thanks to the products and services of the professional cleaning sector.

### KEEPING OUR HOMES CLEAN AND ENSURING OUR WELLBEING

Cleaning and hygiene **in my home** is important because it helps me and/or the people I live with **avoid becoming unwell** or getting an **infectious disease**

89%

My own cleanliness and hygiene is not just important for myself; it is also **important for the health of people around me**

90%

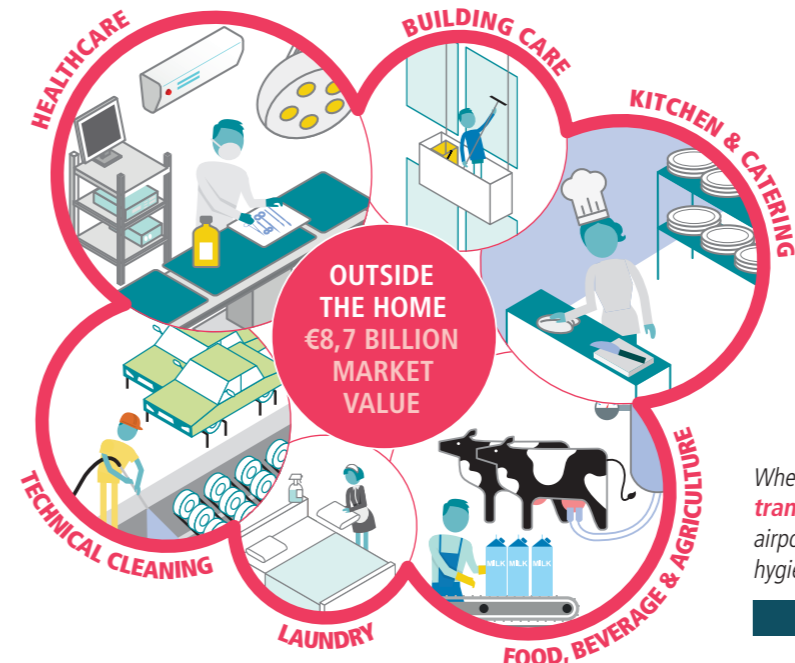


HOUSEHOLD CARE	LAUNDRY CARE	SURFACE CARE	DISHWASHING	MAINTENANCE PRODUCTS	BLEACHES	TOTAL
MARKET VALUE 2022 (BILLION €)	15,8 <small>Liquid detergents 5,3 Powder detergents 2,1 Detergent unit doses 2,4 Fabric conditioners 3 Laundry aids, Others 3</small>	7,6 <small>Surface care 5,4 Toilet care 2,2</small>	5,4 <small>Automatic dishwashing 3,5 Hand dishwashing 2</small>	4,5 <small>Air fresheners 2,8 Home insecticides 1 Polishes 0,7</small>	0,8	34,1
MARKET SHARE (%)	46.4	22.4	15.8	13.1	2.3	100
GROWTH (%) 2022 vs. 2021	5.4	3.5	4.4	8.3	7.1	5.2

Source: Euromonitor (EU 27 + UK + CH + NO). NB: due to fixed exchange rates, the value for 2021 differs from the value published in last year's report.

€42,8 BILLION  
ESTIMATED MARKET VALUE

### FUNDAMENTALLY SUSTAINING SOCIETY WITH PROFESSIONAL CLEANING SOLUTIONS



The cleaning and hygiene industry **protects our health** and keeps our offices, hospitals, restaurants and **public places clean and hygienic**

75%

When I take **public transportation** (e.g. metro, airports), cleanliness and hygiene are important

83%



Source: Quantitative study by Insites Consulting for A.I.S.E., June 2020

PROFESSIONAL CLEANING & HYGIENE	HEALTHCARE	FOOD, BEVERAGE & AGRICULTURE	KITCHEN & CATERING	TECHNICAL CLEANING	BUILDING CARE	LAUNDRY	TOTAL
MARKET VALUE 2022 (BILLION €)	1,9	1,8	1,9	1,5	1,0	0,6	8,7
MARKET SHARE (%)	22.3	20.7	21.7	17.3	11.5	6.5	100
GROWTH (%) 2022 vs. 2021	2.4	20	34.9	15.5	10.9	40.4	19.1

Source: A.I.S.E. national associations' data (EU+UK+CH+NO). Note: 2022 data indicates a return to normal following Covid-19 market disruptions, as well as growth across all sectors. However, despite stabilised turnover, production remains disrupted: costs are still very high due to high raw material prices, wage cost and inflation.

# SUSTAINABILITY

## ACTIVELY CONTRIBUTING TO THE EU GREEN DEAL THROUGH VOLUNTARY ACTION WITH CONCRETE RESULTS

The Green Deal is a source of inspiration to achieve the transition to carbon neutrality and a truly Single Market. A.I.S.E.'s flagship Charter for Sustainable Cleaning is ahead of the curve and at the very heart of the Green Deal agenda. Together with our ambitious plastics strategy it contributes to both the EU and UN sustainable development priorities. Our history of driving sustainable progress goes back many decades and we continue to innovate and work with partners up and down our value chain to provide society with safe, effective and sustainable cleaning and disinfecting products.

### A.I.S.E. INITIATIVES

#### COMPACTION PROJECTS (≥1997)



#### BIO-BASED MATERIALS GUIDANCE (≥2019)

- Responsible sourcing and management of raw materials
- Use of sustainably sourced bio-based materials, when this is more sustainable than fossil resources



#### CORPORATE SOCIAL RESPONSIBILITY GUIDANCE (≥2019)

#### EU PRODUCT ENVIRONMENTAL FOOTPRINT (PEF) (2014-2019)

- A.I.S.E. pilot project for household liquid laundry detergents
- Accompanying A.I.S.E. guidance indicates that PEF methodology is a good tool for internal priority setting to improve a product's footprint, but needs further development before enabling accurate B2C use and comparison of products

### UN & EU PRIORITIES



### CIRCULAR ECONOMY ACTION PLAN INCLUDING:

- Sustainable product policy and sustainable packaging,
- Substantiation of claims, sustainable consumption

### CLIMATE ACTION

### A.I.S.E. STRATEGY ON PLASTICS (≥2019)

#### PLASTIC PACKAGING INITIATIVE

(For all household packaging)

By 2025:

- Min 20% volume of recycled plastic material
- All plastic packaging
  - recyclable
  - reusable
  - compostable



INDUSTRY GUIDANCE ON SUSTAINABLE PLASTIC PACKAGING DESIGN

MEMBER OF CIRCULAR PLASTIC ALLIANCE & ELLEN MC ARTHUR FOUNDATION

### CHARTER FOR SUSTAINABLE CLEANING (>2005)

- Industry flagship initiative driving sustainable production, design & consumption
- Voluntary initiative, open to manufacturers and distributors
- Great majority of the market committed



• 183 member companies

• more than 13 billion units sold meeting Charter requirements in 2021

• 39% less CO<sub>2</sub> and 39% less energy in the production phase (2021 vs 2006)

### SUSTAINABLE USE CAMPAIGNS (≥1997)

- Use phase can be a significant part of the environmental footprint
- Consumer engagement to change habits is critical
- Common industry tips and panels for sustainable use promoted on billions of packs
- Central consumer portal via [www.cleanright.eu](http://www.cleanright.eu)



• ≥60% of CO<sub>2</sub> emissions come from the use phase during laundering and automatic dishwashing

➤ OPPORTUNITY TO FURTHER EMPOWER CONSUMERS FOR MORE SUSTAINABLE BEHAVIOURS

# PRODUCT STEWARDSHIP

## WORKING FOR A SUSTAINABLE, MORE COHERENT AND RELEVANT FRAMEWORK FOR ESSENTIAL PRODUCTS AND SERVICES

Our aim is to shape a sound, robust, science-based legislative framework that enables essential, safe and high-performing cleaning products and disinfectants to continue serving the needs of Europe's citizens and businesses. We are currently in the midst of the most significant shift in chemicals policy in almost 20 years, with revision of some of the key pieces of legislation impacting our sector. A.I.S.E. and its members are committed to supporting the successful implementation of the Green Deal and share the Chemicals Strategy for Sustainability goal of protecting human health and the environment, and the Circular Economy Action Plan ambition to create a carbon neutral Europe by 2050.

### A.I.S.E. PRIORITIES

Supported by DUCG



Downstream Users of Chemicals Co-ordination group

- Foster innovation and sustainable progress
- Regulate based on sound science (i.e. hazard & risk)
- No new animal testing
- Global harmonisation for hazard communication
- Benefits of digital communication
- Coherent enforcement & Single Market

### EU PRIORITIES



#### CHEMICALS STRATEGY FOR SUSTAINABILITY INCLUDING:

- Safe and Sustainable by Design
- Revision of REACH/CLP

#### ZERO POLLUTION ACTION PLAN

#### DIGITAL AGENDA

Europe's Digital Decade

REGISTRATION, EVALUATION, AUTHORISATION AND RESTRICTION OF CHEMICALS (REACH)

CLASSIFICATION, LABELLING AND PACKAGING OF SUBSTANCES AND MIXTURES (CLP)

COMMISSION STUDY ON HAZARD INFORMATION SIMPLIFICATION AND USE OF E-LABELLING

COMMISSION STUDY ON THE REVISION OF THE DETERGENTS REGULATION

BETTER LABELS, TOGETHER WITH ONLINE INFORMATION

DETERGENTS REGULATION

BIOCIDAL PRODUCTS REGULATION

PRODUCT STEWARDSHIP PROGRAMMES



# SCIENCE & RESEARCH

## SCIENTIFIC RESEARCH ON CHEMICAL INGREDIENTS IS ESSENTIAL TO ENSURING SAFE AND EFFECTIVE PRODUCTS

It is vital that the regulation of the detergents and maintenance products and their ingredients be based on robust scientific principles and data. In addition to their investment in science and research at individual company level, A.I.S.E. members are involved in a wide range of research initiatives. Working in partnership with other sectors and European research platforms, the industry optimises the very latest science and expertise to ensure that its product offering is constantly evolving.

### SCIENTIFIC AND RESEARCH PARTNERSHIPS

ERASM is a joint research platform established by A.I.S.E. and CESIO (surfactants industry) that has carried out risk assessments on the impact of surfactants on the environment and human health for over 30 years. ERASM's Steering Committee is now analysing how its research can address areas targeted by the Chemicals Strategy for Sustainability (CSS). Current projects include, among others: biodegradability of surfactants under marine conditions; eye damage/irritation (in vitro approach); and a life cycle analysis for responsibly sourced palm oil. Once complete, research results are made widely available through scientific literature.

Read more on [www.erasm.org](http://www.erasm.org)



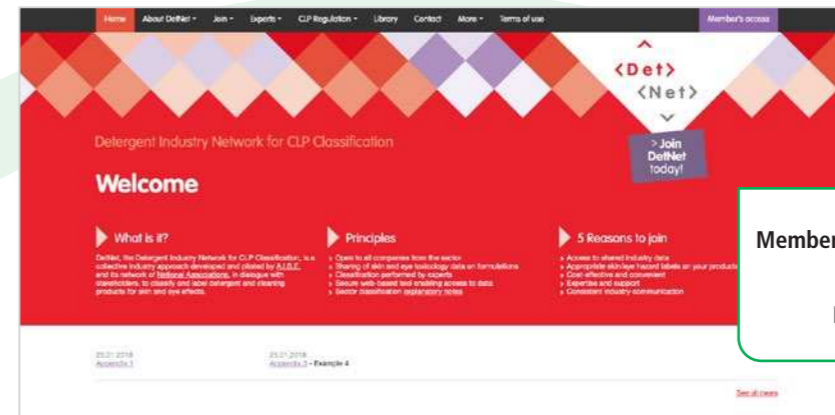
The European Partnership for Alternative Approaches to Animal Testing (EPAA) is a unique voluntary collaboration between the European Commission, European trade associations (including A.I.S.E.), and companies from eight different industry sectors. A.I.S.E. has been an EPAA partner since its establishment in 2005. The vision of EPAA is the replacement, reduction and refinement (the "3Rs") of animal use to meet regulatory requirements through better and more predictive science. EPAA strives for scientific integrity, transparency and construction collaboration.

Read more on [www.ec.europa.eu/growth/sectors/chemicals/epaa\\_en](http://www.ec.europa.eu/growth/sectors/chemicals/epaa_en)



### SCIENTIFIC RESEARCH

Chemical ingredients are essential to safe and effective cleaning and hygiene products. It is therefore crucial that the requirements for such products and their ingredients are based on robust **scientific principles and data**. A.I.S.E. carries out scientific research with partners (academia, research institutes, etc.) to assess the potential impact of formulations on human health and the environment. Research results are made widely available through articles in academic or scientific journals.



Member companies: **113** (EU, UK & EFTA)  
Expert users: **196**  
Mixtures classified: **1993**

Launched 2013

## DETNET - A COLLECTIVE INDUSTRY APPROACH FOR CLASSIFICATION AND LABELLING

DetNet provides members with access to toxicological test data on many detergent and cleaning product mixtures. It facilitates the application of bridging principles, weight of evidence and expert judgement to classify non tested mixtures for eye and skin hazards under CLP. A.I.S.E. is exploring ways to reinforce and extend the DetNet database in preparation for an anticipated clarification of the application of bridging principles in the revision of CLP under the CSS. Meanwhile, ECHA's Enforcement Forum has launched a pilot project on the classification of mixtures, focusing on detergents and cleaning products, with a final report due in 2023.

Read more: [www.det-net.eu](http://www.det-net.eu)



Downstream Users of Chemicals Co-ordination group

## DUCC – HELPING TO MAKE THE CHEMICALS STRATEGY FOR SUSTAINABILITY SUCCESSFUL

Founded in 2001, DUCC is considered by the EU authorities as the trusted and unanimous voice of the downstream users of chemicals. The group is actively involved in the legislative process, contributing to the new European chemicals policy debate. Its key principles are to:

- Keep safe use and science at the heart of all legislative decisions
- Enable innovation and competitiveness
- Align with global standards such as UN GHS
- Secure a smart transition to digitalisation of information



Read more about DUCCE

[www.ducc.eu](http://www.ducc.eu)



# SAFE & SUSTAINABLE USE

## ENGAGING WITH OUR USERS

The safe and sustainable use of cleaning and maintenance products is of paramount importance to A.I.S.E. Over the last 30 years, we have made continual commitments on product safety that go beyond legislation, and have launched a range of voluntary initiatives to engage with consumers and professional users on safe and sustainable habits, use and disposal of products and packaging. Engagement with users to change habits is essential given that the greatest environmental impact of our products is when they are used.

Our consumer information portal, [cleanright.eu](http://cleanright.eu), houses advice and guidance in 26 languages, accessible to 500 million Europeans. The Cleanright address appears on billions of product packs and is integrated into the Charter for Sustainable Cleaning logo.

### PROFESSIONAL PICTOGRAMS

Clear instructions for the correction application of professional products is key to ensure safety and maximum effectiveness. A.I.S.E.'s professional pictograms show visually where and how each product is intended to be applied. These are widely used throughout Europe, on labels and in training material.

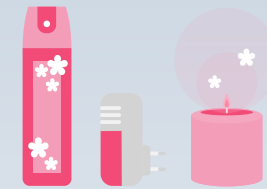
[www.aise.eu/professionalcleaning](http://www.aise.eu/professionalcleaning)



### SAFE USE

Household detergents and maintenance products are safe when used and stored according to the directions on the label. The cleaning products industry has developed handy safe-use icons, to help consumers use household cleaning products safely and help prevent domestic accidents.

[www.cleanright.eu/en/safe-use](http://www.cleanright.eu/en/safe-use)



### PRODUCT STEWARDSHIP

Beyond legal requirements, the industry commits to responsible design and manufacturing of air fresheners through clear communication, to enable consumers to make informed choices when buying and using air fresheners.

[www.aise.eu/air-fresheners](http://www.aise.eu/air-fresheners)



### KEEP CAPS FROM KIDS

The Keep Caps from Kids is an initiative to remind parents and the public of the need to keep children safe. It underlines the need to store liquid laundry detergent capsules, like any other detergent, in a safe place before & after use, and always out of the reach of children. It is supported by the European Child Safety Alliance and more than 30 partners in Europe.

[www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu)

### PRODUCT STEWARDSHIP

A.I.S.E.'s programme for liquid detergent capsules promotes best practices and helps increase awareness about the need for safe use and storage. Actions aim to prevent accidental exposures, in particular to young children. All companies placing products on the market are encouraged to sign up, for a common safety message across all markets.

[www.aise.eu/psp](http://www.aise.eu/psp)

2007

2008

### CLEANRIGHT.EU

As a trustworthy online resource on good housekeeping and cleaning at home, the cleanright platform offers consumers comprehensive information on detergents and maintenance products. This includes practical & sound advice on how to use these products safely and sustainably.

[www.cleanright.eu](http://www.cleanright.eu)



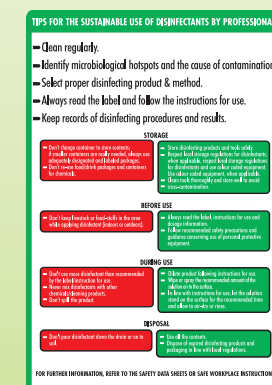
2012

2012

### PROFESSIONAL DISINFECTANTS

Guidance on the sustainable use of disinfectants was first developed in 2012 for professional users relating to storage, usage (guidelines for before and after use) and disposal.

[www.aise.eu/professionalcleaning](http://www.aise.eu/professionalcleaning)



2013

### I PREFER 30°

This initiative promotes lowering the washing temperature to 30°. There are many benefits - It greatly reduces CO<sub>2</sub> emissions, saves a substantial amount of energy, and benefits the environment. And clothes will look better and last longer.

[www.iprefer30.eu](http://www.iprefer30.eu)



2014

### DO NOT FLUSH

A.I.S.E. strongly encourages its members to use the 'Do not flush' icon developed by the non-woven textiles industry association (EDANA) prominently on their product packaging. This initiative aims to raise awareness among consumers to not flush certain products down the toilet, to protect water quality and the environment.

[www.aise.eu/our-activities/standards-and-industry-guidelines/do-not-flush-icon-on-wipes.aspx](http://www.aise.eu/our-activities/standards-and-industry-guidelines/do-not-flush-icon-on-wipes.aspx)



2017

2020



[cleanright.eu](http://cleanright.eu)



[www.cleanright.eu](http://www.cleanright.eu)

2020

2021

### REMOVABLE SLEEVES

A.I.S.E. has developed an icon for removable sleeves, to encourage consumers to separate the packaging sleeve from the bottle to allow for recycling. This voluntary initiative supports companies in their commitment to increase the uptake of recycled packaging material.

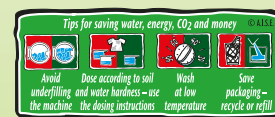
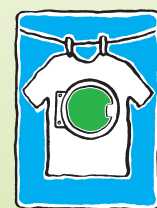
[www.aise.eu/library/artwork/sleeve-icon.aspx](http://www.aise.eu/library/artwork/sleeve-icon.aspx)



### WASHRIGHT

A.I.S.E. developed a series of visuals to optimise consumers washing habits towards more environmentally-friendly use of household laundry detergents across Europe. Since 2004, these visuals have been made available freely by A.I.S.E. to any company placing household detergents and maintenance products on the market.

[www.aise.eu/library/artwork](http://www.aise.eu/library/artwork)



SUSTAINABLE USE

SAFE USE

# WHO'S WHO

A.I.S.E. BOARD (UNTIL JUNE 2024)

## ORDINARY CORPORATE MEMBERS



**President**  
**Nadia VIVA**  
P&G



**Vice-President**  
**Ludger GRUNWALD**  
Ecolab



**Treasurer**  
**Arndt SCHEIDGEN**  
Henkel



**Ana GASPAR**  
Colgate-Palmolive



**Yvonne IWANIUK**  
SC Johnson



**Ad JESPERS**  
Diversey



**Florian VERNAY**  
Unilever



**Jan VINDBERG-LARSEN**  
Reckitt



**Ismaël DJELASSI**  
Mondo Specchim



**Stefan MÜLLER**  
Dalli-Werke

## SUPPORTING CORPORATE MEMBERS

## CLUSTERS OF NATIONAL ASSOCIATIONS



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**Hans RAZENBERG**  
Belgium, Luxembourg,  
The Netherlands



**Sari KARJOMAA**  
Chair - National  
Associations Committee



**Giuseppe ABELLO**  
Greece, Italy



**Ana Maria COURAS**  
Portugal, Spain



**Virginie D'ENFERT**  
France



**Thomas RAUCH**  
Representing the professional  
cleaning & hygiene sector



**Helle FABIANSEN**  
Denmark, Estonia, Latvia,  
Finland, Norway, Sweden



**Thomas KEISER**  
Austria, Germany, Hungary,  
Switzerland



**Philip MALPASS**  
Ireland, United Kingdom



**Anna OBORSKA**  
Czech Republic, Poland,  
Slovakia



**Mihaela RABU**  
Croatia, Romania,  
Bulgaria

## OBSERVER

A.I.S.E. TEAM (AS OF JULY 2023)

## GENERAL MANAGEMENT & LEGAL



**Susanne ZÄNKER**  
Director General



**Caroline DUBOIS**  
Assistant to Director General



**Vacant**  
Legal Affairs Manager

## ADMINISTRATION & OPERATIONS



**Christèle BAÏER**  
Senior Finance &  
Administration Manager



**Gaëlle VERRYCK**  
Admin & Office Management  
Senior Assistant



**Ekaterina BOUT**  
Administration &  
Communications Assistant

## PRODUCT STEWARDSHIP



**Jan ROBINSON**  
Scientific & Regulatory  
Affairs Director



**Elodie CAZELLE**  
Senior Scientific & Regulatory  
Affairs Manager



**Cindy CHHUON**  
Scientific & Regulatory  
Affairs Manager



**Julie JANSSIS**  
Scientific & Regulatory  
Affairs Manager

## PROFESSIONAL CLEANING & HYGIENE



**Aisling O'KANE**  
PC&H and Communications Manager

## SUSTAINABILITY



**Sascha NISSEN**  
Deputy Director General  
& Sustainability Director



**Vacant**  
Sustainability  
Manager



**Vacant**  
Sustainability  
Manager



**Nadine DE GREEF**  
Charter for Sustainable  
Cleaning Coordinator

## PUBLIC AFFAIRS & COMMUNICATIONS



**Dave HEMINGWAY**  
Senior Director Public  
Affairs & Communications



**Luca CONTI**  
PA, Governance, Membership  
& Legal Affairs Manager



**Zivile KAIRYTE**  
Communications  
Manager



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**Read more and keep in touch**

More details on all the initiatives in this report can be read on the association's website and social media channels

[www.aise.eu](http://www.aise.eu)



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