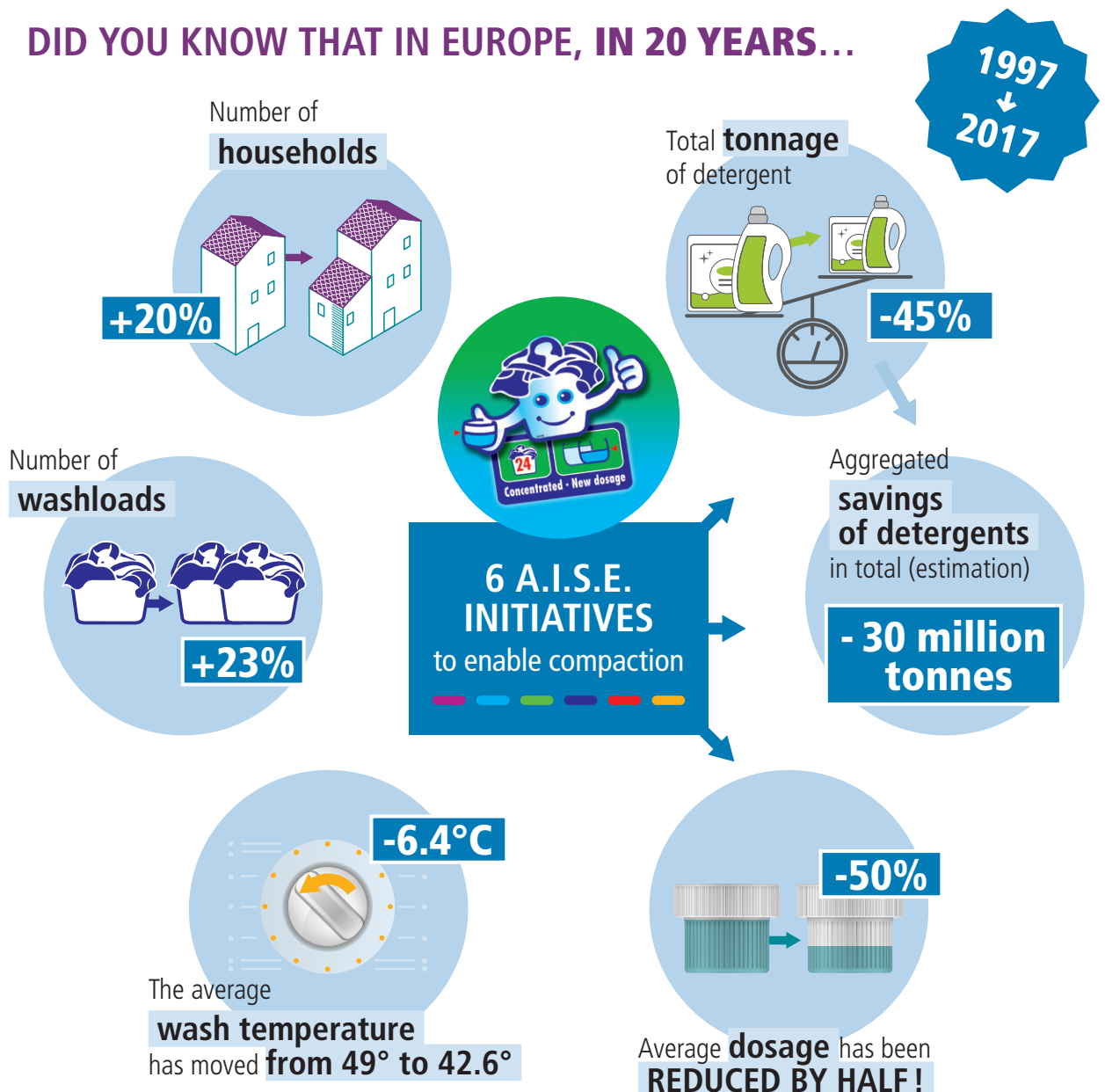


# COMPACTION OF HOUSEHOLD LAUNDRY DETERGENTS HAS ENABLED SIGNIFICANT ENVIRONMENTAL SAVINGS

## A.I.S.E. Fact sheet • January 2019

Over the past twenty years, the amount of laundry detergent used in Europe has decreased considerably, even though there has been an increase in the number of washloads. This was facilitated by a series of voluntary initiatives led and coordinated by A.I.S.E., and continues to take place with the latest initiative now in progress. **Cumulative over the past two decades, this means a saving in the order of 30 million tonnes in total.** Compared to 1997, almost 3 millions tonnes of detergent consumption was avoided in 2017, thanks to technological progress enabling dosage reduction.

## DID YOU KNOW THAT IN EUROPE, IN 20 YEARS...



# IN 2 DECADES, THE EUROPEAN LAUNDRY DETERGENT MARKET HAS CONSIDERABLY CHANGED:



*This double page provides an overview of various trends which have been observed in Europe over the period 1997-2017 for the laundry detergent market in Europe. Major changes have occurred, with notably a shift in consumers' preferences towards liquid formats. Also, despite an increase in the number of households and washloads, the tonnages of detergents needed to do the laundry washing have reduced by almost half, thanks notably to various industry initiatives led by A.I.S.E. to facilitate compaction of products. These are highlighted below. All over Europe, detergents have thus become more concentrated, using less raw materials, less packaging, less transport, and thus achieving reduced waste and lower CO<sub>2</sub> emissions.*

## A shift in format from powders to liquids

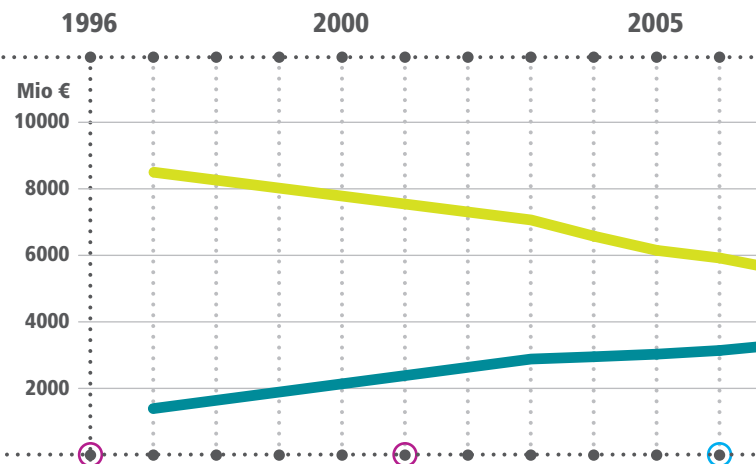
The current market trend – in line with consumer choices – shows an increasing preference for liquid formats; these also enable compaction and sustainability savings as liquid formats can be produced in a less energy intense way. In fact, in 2010, the liquid format for laundry detergents took over from powders as consumers' preference.

Source : Euromonitor 28+4, A.I.S.E. CoGEP data



### EVOLUTION MARKET POWDERS VS LIQUIDS

■ Liquids  
■ Powders  
million EUR (2017 constant price level)



## How A.I.S.E.'s industry work has helped compaction

Over the past two decades, A.I.S.E. has run a number of environmental and compaction initiatives, named as follows:

- the Code of Good Environmental Practice (CoGEP)
- various Laundry Sustainability Project (LSPs)
- and various Product Resource Efficiency Projects (PREPs).

### These programmes involve:

- Optimal use of ingredients, packaging used in specific product categories, leading to further environmental savings
- Voluntary commitments by detergent companies
- More ambitious time-frame to achieve higher concentration levels (vs without industry initiative)
- Common approach to drive sustainable habits amongst consumers



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

Implementation Timing  
Project  
Laundry detergent format  
Geographical Scope  
Commitment

**1996-2001**

**CoGEP**

Powders and liquids

Western Europe

10% detergent use reduction (1996 vs 2002)

**2006-2007**

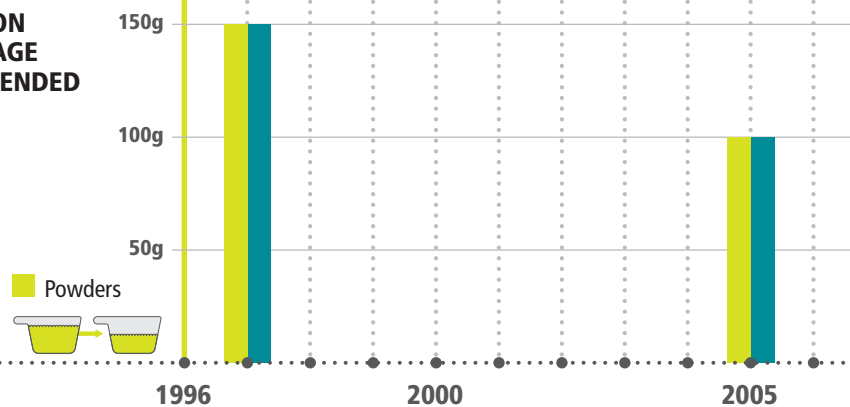
**LSP-1**

Powders

Central Europe

Dosage reduction by: 33% in weight and 25% in volume

### EVOLUTION OF AVERAGE RECOMMENDED DOSAGE



\*More details: [www.aise.eu/preps](http://www.aise.eu/preps)

## How was compaction enabled?

Process technology innovation has been necessary to enable compaction. In the beginning, compaction by using new performance ingredients like enzymes and polymers which have a high performance securing equivalent cleaning performance.

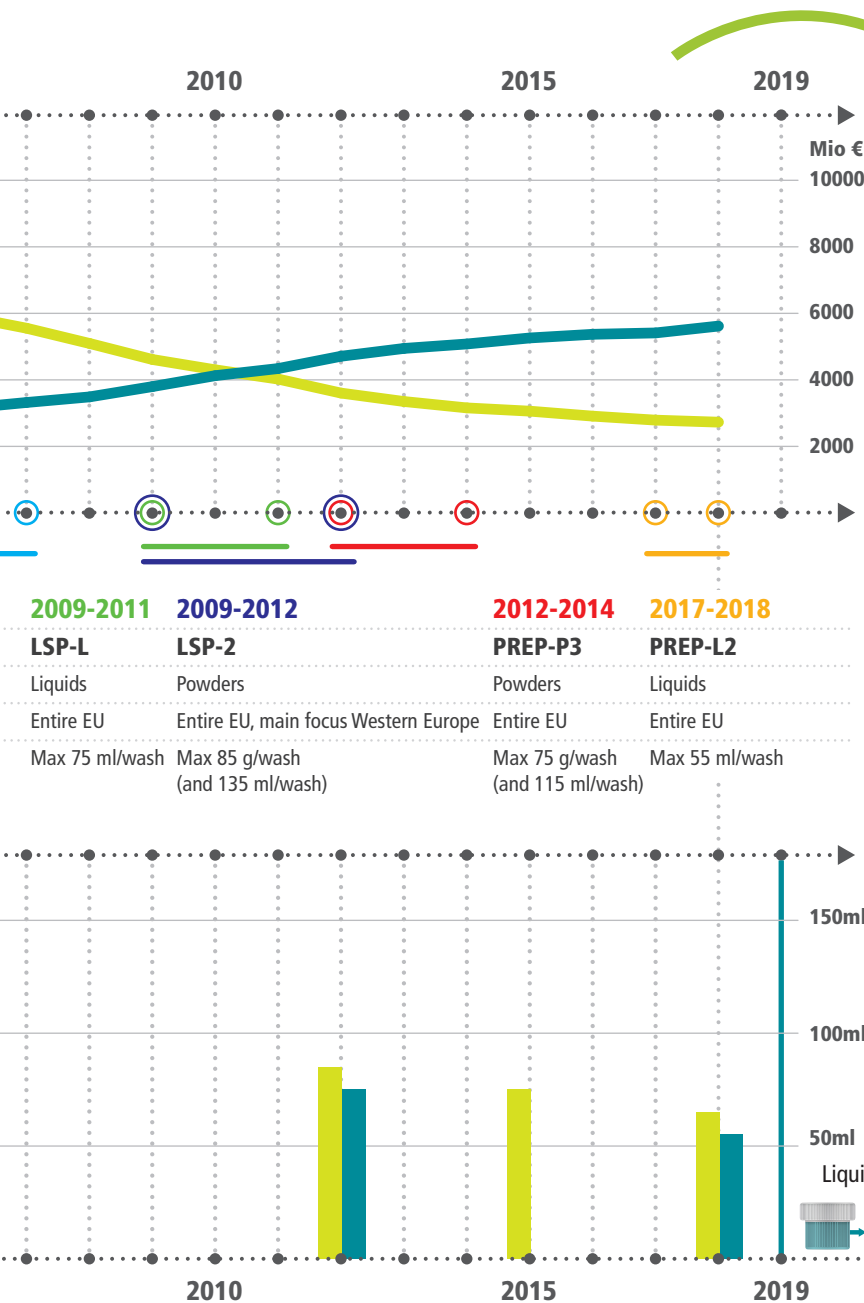
## Compaction principles and benefits:

- Product concentration coupled with adequate consumer information
- More efficient use of resources during the laundry process
- Reduced environmental impact

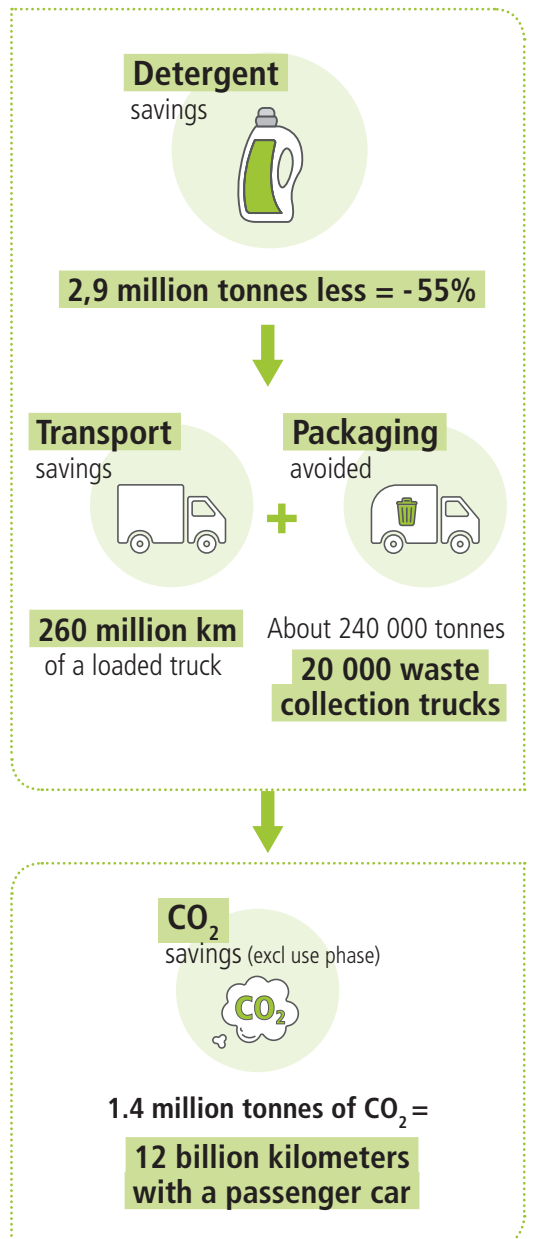
## How compaction helps reduce the environment footprint

Many environmental savings have been achieved thanks to compaction. As highlighted in the cover page considerable products savings have been achieved over the last 2 decades, leading thus to transport and packaging savings... and to CO<sub>2</sub> savings overall.

With detergent compaction, the amount of active chemistry per wash remains the same, or may even be reduced thanks to technological innovation. Hence, in terms of environmental safety, compacted detergents are equivalent or better than their less compact predecessors.



In 2017, compaction led to a reduction of the environmental footprint (compared to 1997 dosage) of:



was facilitated by taking out water and fillers; then it became more and more sophisticated, with low concentrations in the formula. Such compaction moves have been delivered whilst

# ENGAGING CONSUMERS TO ADAPT THEIR DOSAGE



To support the formulation changes organised by industry, it has been critical to ensure that consumers have the information needed to dose correctly, enabling them to then have the right behaviour and maximise the sustainability benefits.

All A.I.S.E.'s compaction initiatives have provided a uniform approach to consumer information regarding the concentration of products.

In particular, communication activities have focussed on educating consumers to use more concentrated products and to apply the correct dosage, using the A.I.S.E. non-branded material.

Template consumer communication material, including harmonised, non-branded material has been made available. On-pack artwork communication has always been provided, often supported by public relations activities and in some cases, advertising campaigns at local level too.

A.I.S.E. regularly monitors consumers' habits, through pan-European consumer surveys, as shown below. The last survey was done in fall 2017 in 23 countries.

## 1 WASH BASKET



Central to this consumer education is the « wash basket ». The laundry basket icon indicates the number of washes per package, with medium soil and medium water hardness level (Detergent Regulation requirement). By drawing consumers' attention to the wash basket, the idea is to explain to consumers that they should **focus more on buying « number of washloads » instead of kilograms or litres of detergents**

**89% OF CONSUMERS ARE AWARE THAT THE NUMBER OF WASHES ARE ON PACK**  
(and 71% know that it's the wash basket which indicates that).

## 2 ON PACK MATERIAL



All companies committing to the A.I.S.E compaction initiatives have consistently used on front of pack and next to the dosage table some commonly agreed communication material to explain the compaction changes and need for consumers to adapt their dosage accordingly.

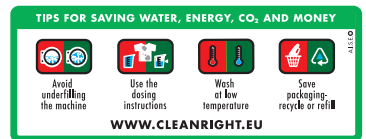


## 4 ADVERTISING CAMPAIGNS

In addition to artwork activities, many compaction initiatives were also accompanied by public relations/ media activities and sometimes also by proactive advertising campaigns, especially when compaction steps were quite substantial (eg LSP1 in Central Europe as shown herewith).



## 3 BEST USE PANEL



Since the very first A.I.S.E. environmental project, tips for sustainable use of products were commonly developed and implemented on billions of packs. This started by the washright panel back in 1997, followed and updated in 2008 by the cleanright best use panel and corresponding [www.cleanright.eu](http://www.cleanright.eu) industry consumer website.

**74% OF EU CONSUMERS FIND IT EASY TO DOSE LAUNDRY DETERGENTS**

The bottle cap is most often used (44%) for measuring liquid detergents.