

A.I.S.E. WELCOMES PERSÁN AT PIVOTAL TIME FOR DETERGENTS INDUSTRY

A.I.S.E. press release

11 June 2025

Brussels, 11 June - At its annual General Assembly held in Brussels today, the European detergents and maintenance products association (A.I.S.E.) welcomed Persán as its newest corporate member. Persán is a leading Spain-based manufacturer of home and personal care products, and their membership strengthens the voice of our network of 20 corporate members, 30 national associations and 19 associate members.

Persán's affiliation comes as the sector marks the completion of the revision of the EU Detergents Regulation, a milestone that will shape the future of innovation across Europe. The addition of Persán strengthens A.I.S.E.'s collective expertise and reach, enhancing its mission to advocate for the industry's interests and support its members in navigating the evolving policy landscape.

"We are delighted to welcome Persán to A.I.S.E." said Florian Vernay, A.I.S.E. President. "Their strong commitment to innovation and sustainability aligns perfectly with our mission. "A.I.S.E. has never been stronger and more vibrant, having spent the last year modernising its governance and organisation to deliver its mission with greater agility and impact. Persán gains direct access to a powerful European network— a key advantage as the sector enters a new phase shaped by the revised EU Detergents Regulation."

Founded as a family business, Persán is a leader in the development and manufacturing of home and personal care products. **With a turnover of €862 million in 2024 and a current workforce of more than 3 000 employees, the multinational serves millions of consumers across the world.** The company is known for its high-quality, innovative solutions and its commitment to sustainability and social responsibility. Its operations are guided by values of ethics, responsibility, and continuous improvement, contributing to a cleaner and healthier world. Other pillars of Persán's are human capital development, the investment in cutting edge technology, and the partnership relations. Its product portfolio includes laundry detergents, fabric softeners, dishwashing detergents, surface cleaners and a wide range of personal care products.

"We are proud to join A.I.S.E. and contribute to the advancement of our industry at the European level," said Cristina González Vázquez, Chief Sustainability Officer at Persán. "Persán and A.I.S.E. share common values and we are convinced that together we can achieve significant results. This membership reflects our commitment to working collaboratively across Europe with peers to promote innovation, sustainability, and consumer trust. We look forward to engaging actively in industry initiatives and policy work together."

The announcement also coincides with the release of the latest market data for the industry in Europe. The European household market reaches €37,8 billion, while the European professional sector accounts for €9,8 billion, bringing the **total market value for 2024 to €47,6 billion**. These figures underscore the sector's vital role in supporting hygiene, health and wellbeing across Europe. More on www.aise.eu/facts-figures.



About A.I.S.E.

A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators since 1952. Membership consists of 30 national associations across Europe, 20 corporate members and 19 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 €47,6 billion, directly employing 95 000 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 by consumers and professional customers. www.aise.eu

About Persán

Persán is a Seville-based multinational leader in the development and manufacturing of home and personal care product. The family-owned company has been developing innovative solutions for over 80 years, with its products being distributed to more than 50 countries on five continents. In 2024, it reached its record turnover of €862 million. Following the acquisition of Mibelle Group in 2025, it employs more than 3 000 people in its eight production plants located in Europe and the United States.

The company's fundamental pillars are technology, human capital, innovation, and sustainability. Persán is firmly committed to comprehensive sustainability throughout the entire lifecycle of its products. Throughout its history, Persán has been distinguished by an innovative ethos that has resulted in pioneering advancements, which have led to its current position of leadership in its business sectors. Its purpose is **"Building the future we believe in"**. <https://persan.es>

Contact: Aisling O'Kane, aisling.okane@aise.eu

