

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, 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.

SAFE USE



PROFESSIONAL PICTOGRAMS

Clear instructions for the correct application of professional products is key to ensure safety and maximum effectiveness. A.I.S.E.'s professional programs 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

1993

1997

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



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



2004

SUSTAINABLE CLEANING

A.I.S.E.'s Charter for Sustainable Cleaning encourages the whole industry to undertake continual improvements, that drive sustainable production, design and consumption. The Charter logo empowers users to make sustainable choices.

www.sustainable-cleaning.com



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

2007

CLEANRIGHT.EU

As a trustworthy online resource on good house-keeping 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



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.

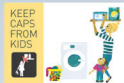
www.aise.eu/psp

2012

I PREFER 30°

This initiative promotes lowering the washing temperature to 30°. There are many benefits - It greatly reduces CO₂ emissions, saves a substantial amount of energy, and benefits the environment. And clothes will look better and last longer.

www.iprefer30.eu



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

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



cleanright.eu



www.cleanright.eu

2020

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



SUSTAINABLE USE