



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

A.I.S.E. INSTITUTIONAL & INDUSTRIAL APPLICATION PICTOGRAMS

LEGAL AND TECHNICAL GUIDELINES FOR USE - 1 July 2014 -

A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products developed in 1993 and 1998 a series of Institutional & Industrial application pictograms. These were designed to optimise the correct and efficient use of professional cleaning and care products across Europe.

From 1 July 2014, A.I.S.E. provides industry players with an updated set of pictograms, including 5 new pictograms as follows:

Hard Floors	Carpet	Wood
Interior	Sink	Toilet bowl
Sanitary	Swimming pool	Escalator

A.I.S.E. aisbl
Av. Herrmann Debroux 15A
1160 Brussels
Belgium
Tel +32 (0)2 679 62 60
Fax +32 (0)2 679 62 79
aise.main@aise.eu
www.aise.eu

Working together for a cleaner Europe





High pressure / low pressure



Spray extraction



Single-disc machine



Scrubber dryer



Floor traditional



Floor care



Floor microfiber



Bucket method



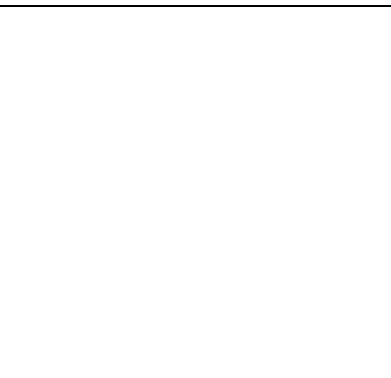
Spray method



Window Cleaning

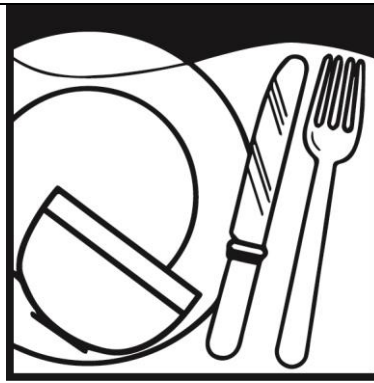


Foam





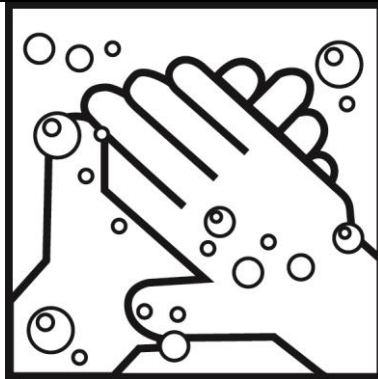
Kitchen



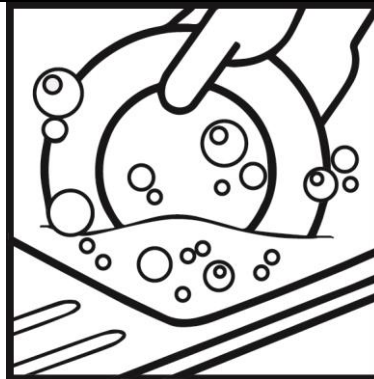
Soaking



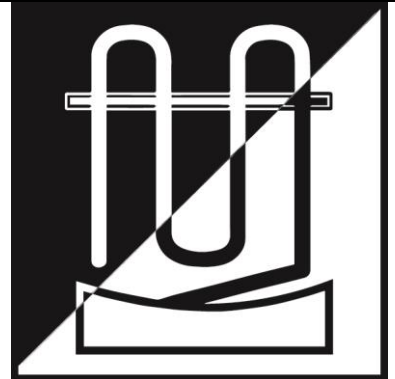
Disinfection



Hand washing



Manual dishwashing



Descaling



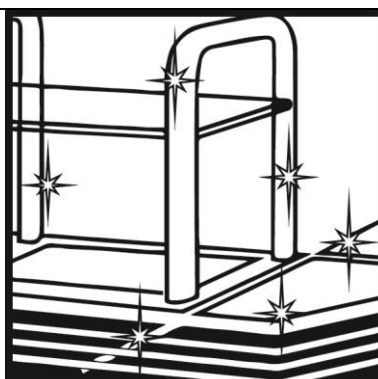
Rinsing



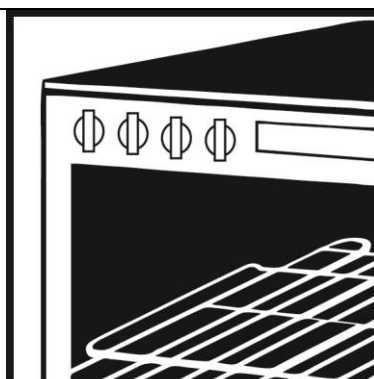
Machine dishwashing



Unplug



Stainless steel



Oven

The guidelines below outline the conditions under which those Institutional & Industrial application pictograms can be used.

PART ONE : CONDITIONS OF USE

1. The A.I.S.E. Institutional & Industrial application pictograms may only be used in relation to professional cleaning and care products.
2. The copyright reference “Copyright A.I.S.E.” or “© A.I.S.E.” should clearly be mentioned beside the pictograms.
3. Uses
 - a) The pictogram design must not be modified.
 - b) First and foremost, the A.I.S.E. Institutional & Industrial application pictograms are intended for on product use.
 - c) The A.I.S.E. Institutional & Industrial application pictograms may be used in product information sheets (PIS) and direct-to-customer commercial communications for the purposes only of giving guidance on safe and best cleaning and care practices but shall not be used in mass media communications i.e. television, radio, print, cinema, posters except after agreement from A.I.S.E.
 - d) The A.I.S.E. Institutional & Industrial application pictograms may be used on company websites for the purpose of only giving guidance on safe and best cleaning and care practices.
 - e) A.I.S.E. Institutional & Industrial application pictograms must be correctly applied according to the area where and the purpose for which a product has been designed.
4. The A.I.S.E. Institutional & Industrial application pictograms must not be presented as if it was the trade mark or branding of an individual manufacturer’s product.
5. The A.I.S.E. Institutional & Industrial application pictograms shall not be used in relation to any claim made for any product. Neither shall it be used for any product which conflicts with the purpose.
6. The A.I.S.E. Institutional & Industrial application pictograms shall not be used in any way which is misleading, deceptive or confusing, or which abuses it or may bring it into disrepute.
7. A.I.S.E. reserves the right on due notice to withdraw the right of any person or company to use the A.I.S.E. Institutional & Industrial application pictograms in the event of non-compliance with these conditions.
8. A.I.S.E. retains copyright of the A.I.S.E. Institutional & Industrial application pictograms but does not accept liability for any misuse of this material, nor for any accident related to the use of a product bearing the A.I.S.E. Institutional & Industrial application pictograms.
9. The A.I.S.E. Institutional & Industrial application pictograms have been developed primarily for the A.I.S.E. professional cleaning and care product portfolio (kitchen & catering, food & beverage, building care) for the EU geographical scope.
With a view to help promote the safe and best use of products, these pictograms may be used outside the EU and outside the A.I.S.E. product portfolio provided they comply with the technical A.I.S.E. Guidance on application (see above) and the adequate local/sectoral legal requirements. No change should be made to the design/sentences.

PART TWO : TECHNICAL & DESIGN GUIDELINES

The following technical requirements shall be respected:

1. The pictogram design must not be modified
2. Pictogram size:
Minimal size: 1 x 1 cm
Maximal size: 5 x 5 cm
3. Positioning on product: no special requirement, BUT any legal requirement must be respected.

Any information request concerning the above should be sent to the contacts details mentioned on the front page.
