

NEW LEADERSHIP, GROWTH & SUSTAINABILITY PROGRESS

A.I.S.E. press release

Brussels - 21 June 2016 The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.) today elected **Dr. Arndt Scheidgen** (Henkel) as its new President at the General Assembly held in Brussels. Further announcements included excellent progress in sustainability results and overall growth in both the household and professional cleaning and hygiene sector. Three new companies were approved as members of the association.

New A.I.S.E. Board



Arndt Scheidgen will serve as A.I.S.E. President for a two-year mandate from 1 July 2016 to 30 June 2018. He takes over the role from Charles-François Gaudefroy (Unilever).

“I’d like to thank Charles-François for his dedication and constructive leadership of the association for four years. Looking forward, we will focus on better regulation and sustainable growth of our sector, for the benefit of both end-users and the European economy. I am committed to these priorities and look forward to leading this industry forward,” states Mr. Scheidgen. Since 2008, Arndt has been Corporate Vice-President at Henkel in Düsseldorf, responsible for the international product development of laundry and home care products.

Three further appointments have been made:

- **Ms. Nadia Viva** (P&G) -Vice-President representing corporate members;
- **Ms. Valérie Lucas** (AFISE) - Vice-President representing national associations;
- **Mr. Luis Zunzunegui** (S.C. Johnson) - Treasurer.

The full composition of the new A.I.S.E. Board may be consulted on www.aise.eu.

New Director of Technical and Regulatory Affairs

At the same time, A.I.S.E. has completed its team with the appointment a new Director of Technical and Regulatory Affairs. **Roberto Scazzola** comes from the European Commission, where he was in charge of the CLP Regulation and directives relevant for the chemical industry in DG GROW since 2011. Roberto is Italian and has an MA in Environmental Sciences.

New A.I.S.E. Members

The following three companies have most recently joined the A.I.S.E. membership:

- As supporting corporate members: [STANHOME](#) and [HYPRED SA](#)
- As corresponding member: [BODE CHEMIE GmbH](#)

Industry Growth & Socio-Economic Contribution

The overall market value of the European industry today is €35.7 billion, as follows:

- Total industry market value: **€35.7 billion**
 - Household care sector market value: **€28.8 billion**
 - Professional cleaning and hygiene market value **€6.9 billion.**

“This industry is a substantial contributor to the European economy and one of Europe’s hidden motors of innovation. The public benefits derived from the industry’ products, services and commitment go well beyond the economic gains of the business activity”. These are the conclusions of an analysis done by the Huggard Consulting Group (HCG) for A.I.S.E, now published in a report entitled *A Socio-Economic Perspective of the Industry in Europe*.

Strong Sustainability Performance



Very strong results are reported on sustainability progress. A.I.S.E.’s **Charter for Sustainable Cleaning** is a voluntary initiative by the industry to undertake continuous improvement, offering a life-cycle based sustainability assurance system for products in the sector.

Membership of the Sustainability Charter rises steadily, with more than 230 companies currently committed, with all manufacturing companies reporting key performance indicators (KPIs). In the past 10 years, the KPI reporting shows a reduction of:

- **-30% in energy use** per tonne of production
- **-25% in CO₂ emissions.**

The number of consumer products now carrying the Advanced Sustainability Profile (ASP) logo and targeting ambitious sustainability criteria has increased by 29% to 1.29 billion units. From the laundry category alone, 41% of products comply with the Charter’s ASPs.

More details are available in the new *Activity & Sustainability Report 2015-16*.

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 60 years. Membership consists of 30 national associations across Europe and nine European market-leading companies. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe. A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

For more information, please contact: Susanne Zänker
+32 2 679 62 60 / susanne.zaenker@aise.eu / www.aise.eu

New A.I.S.E. publications

- A.I.S.E. Activity & Sustainability Report 2015-16
- A Socio-Economic Perspective of the Industry in Europe

Hard copies may be requested from A.I.S.E.

