

A.I.S.E. WELCOMES THE EUROPEAN PARLIAMENT'S VOTE ON THE DETERGENTS REGULATION: A POSITIVE STEP FORWARD WITH CHALLENGES AHEAD

A.I.S.E. press release

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Strasbourg, France, – The European Association for the Detergents and Maintenance Products Industry (A.I.S.E.) today welcomes the European Parliament's landmark plenary vote on the revision of the Detergents Regulation.

Today's vote is an essential milestone in the ongoing journey to update the Detergents Regulation. It aims not only to achieve its environmental objectives but also to ensure the Regulation is implementable in practice and fosters industry innovation.

A.I.S.E. would like to thank ENVI Rapporteur Manuela Ripa MEP, IMCO Rapporteur Maria da Graca Carvalho MEP, and all the Shadows in demonstrating the power of collective engagement to achieve better regulation.

"The European Parliament's vote is a significant step in defining the revision of the Detergents Regulation and MEPs have recognised the potential that #digitallabelling has in promoting the safe and sustainable use of detergents and the additional administrative burden brought about by the introduction of CE marking.

However, challenges remain, particularly around unrealistic phosphorus limits for industrial and professional uses, additional requirements that hamper innovative technology, and the need to develop suitable biodegradability testing methods. A.I.S.E. is committed to addressing these issues head-on, ensuring that our path forward is both innovative and sustainable."

— Alexis Van Maercke, Director General, A.I.S.E.

The European Parliament report:

- Introduces provisions that facilitate the use of digital labelling to promote the safe & sustainable use of detergents.
- Removes CE Marking which would be an additional administrative burden, especially for SMEs, with no additional benefit in our highly regulated sector.
- Links the Digital Product Passport (DPP) to detergent models rather than to batches of production, simplifying the practical implementation.

While there are some welcome improvements to the Commission proposal, we must acknowledge the challenges that remain. The report:

- Limits the phosphorus content in other kinds of consumer, industrial & professional products, which will impact the efficacy and performance of products with knock-on effects on sustainability.



- Hampers innovation by increasing the rules related to the use of micro-organisms in detergents.
- Introduces new provisions related to the packaging of detergents that will make recycling harder and is counter to industry sustainability efforts and the ambitions of the PPWR.

A.I.S.E. commits to engaging in constructive dialogue, for example on developing suitable biodegradability testing methods, and we are confident in the collective ability to overcome these hurdles, thereby paving the way for a regulatory framework that benefits the industry, consumers, and the planet at large.

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 for more than 70 years. Membership consists of 29 national associations across Europe, 18 corporate members and 18 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.

Committed to promoting sustainable practices and innovation, A.I.S.E. collaborates closely with European institutions, industry stakeholders, and the public to enhance the sector's environmental protection, consumer safety, and regulatory compliance efforts.

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