

A sustainable, innovative & thriving cleaning and maintenance products industry

A·I·S·E
since 1952

A.I.S.E. represents an industry that protects our European way of life



Adds to our sense of wellbeing



Keeps our homes and public places clean and hygienic



Makes our lives more pleasurable and satisfying



Increases productivity for companies



Contributes to sustainability



Maintains the durability of goods



Prevents infection through good hygiene practices

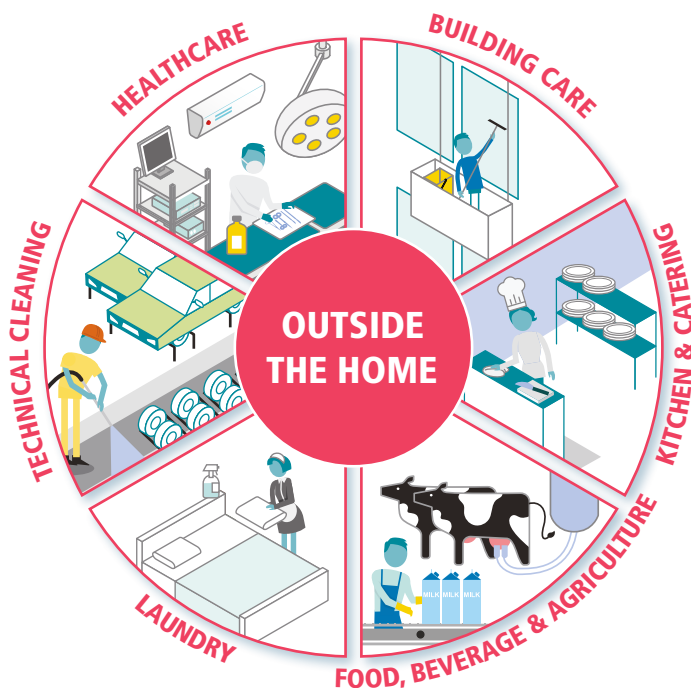


Secures patient safety in healthcare environments

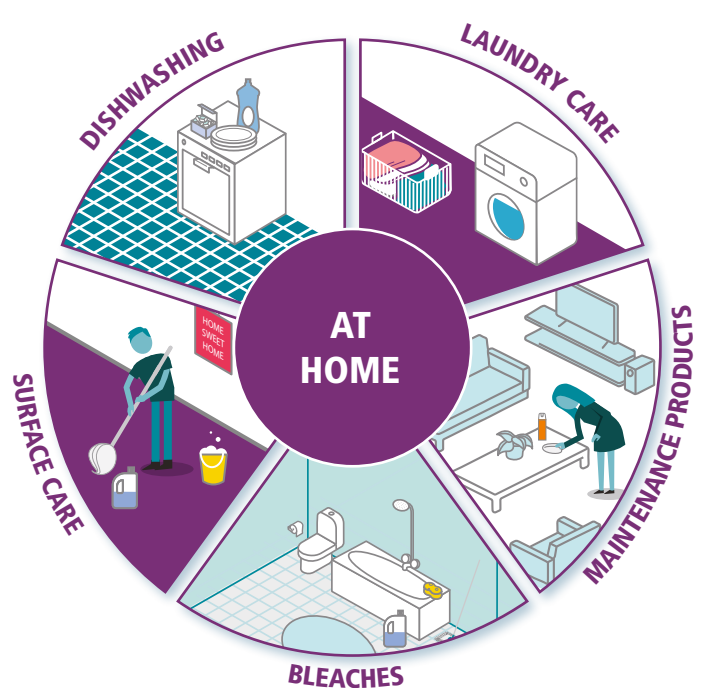


Facilitates convenient and modern lifestyles

Fundamentally sustaining society with professional cleaning solutions



Keeping our homes clean and ensuring our wellbeing



A.I.S.E.'s legislative priorities

Legislative trilogues 2024–2025

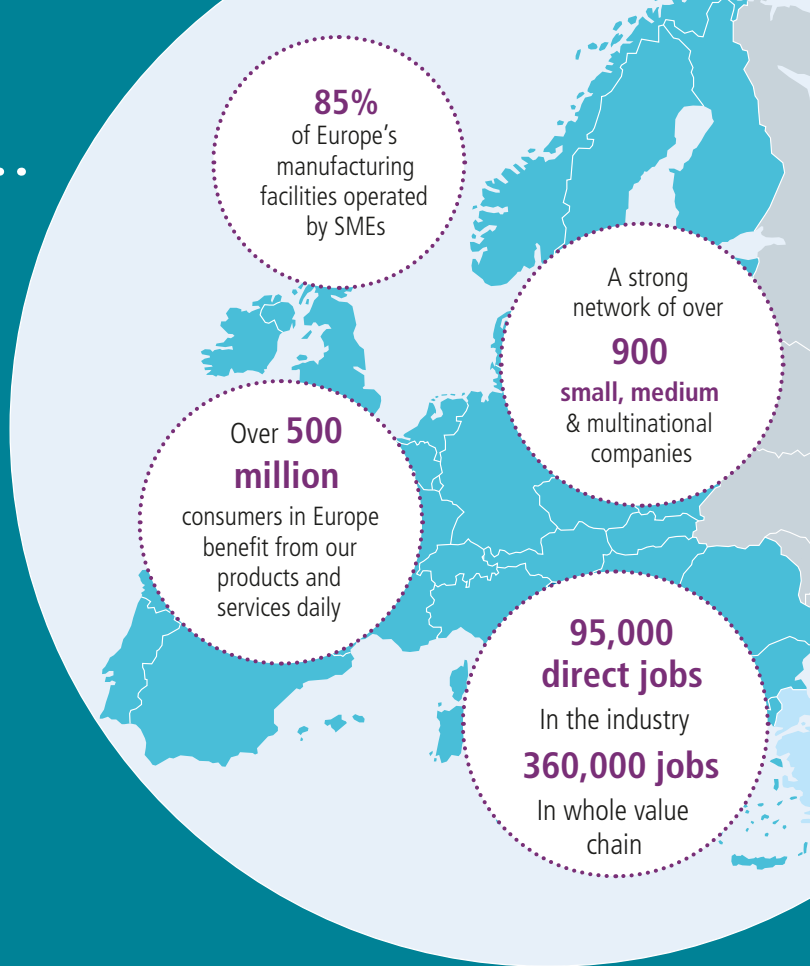
- Detergents Regulation
- Green Claims Directive

Upcoming revisions 2025–2029

- Biocidal Products Regulation
- New chemicals industry package to simplify REACH

For the 2024–2029 mandate, A.I.S.E. calls on the new EU leaders to ensure a regulatory framework that:

- **Avoids legislative overlaps** and reduces the administrative burden for the European industry, including SMEs
- **Fosters innovation** and is supported by scientific, evidence-based impact assessments
- **Protects the EU Single Market** with harmonised implementation across Member States
- Gives businesses and authorities **realistic transition periods** to implement legislative changes including from the Green Deal.



A.I.S.E. represents an industry that:

- **Brings essential products to market** for cleanliness and hygiene
- **Contributes to Europe's economy** through employment, research & development and sustainable cleaning and maintenance solutions
- **Is a role model in sustainable innovation** while prioritising human and environmental safety.



About A.I.S.E.

A.I.S.E. represents the European detergents and maintenance products industry to policy makers since 1952. Through its extensive network of national associations, corporate members, SMEs and value chain partners, A.I.S.E. speaks on behalf of over 900 companies supplying household and professional cleaning products and services. The voice of our sector brings valuable and necessary expertise to the regulatory debate.

www.aise.eu



Contact us

Alexis Van Maercke
Director General

alexis.vanmaercke@aise.eu

