

# A.I.S.E. LAUNDRY DETERGENT TESTING GUIDELINES

## Minimum requirements for comparative detergent testing

### What?

Development of Guidelines for testing the performance of Heavy Duty, Light Duty Household Laundry Detergents and Laundry Additives. The purpose of Guidelines is to provide a minimum requirements methodology for assessing the performance of detergents across Europe that can be applied to all countries.

### Why?

The outcome of this common approach is aimed at offering a realistic and reliable comparison of product characteristics for consumers, through an improvement in the test quality.

### For whom?

Guidelines are aimed essentially at being shared with companies involved in the manufacturing of these product categories but also external stakeholders and, in particular, test institutes and consumer organisations running comparative performance tests.

### By whom?

The Guidelines has been developed by a Working Group within A.I.S.E. (International Association for Soaps, Detergents and Maintenance products), which represents the great majority of manufacturers of laundry detergents across Europe via its network of national associations in 39 countries.

These Guidelines have been established based on experts' knowledge of major companies manufacturing such products, after a thorough review of existing test protocols in Western Europe, coupled with a review of existing internal company data.



### What?

The Guidelines comprise:

- a summary powerpoint presentation of the main characteristics of the Guidelines
- a statistical data management and interpretation tool
- a manual for the tool
- a disclaimer

The Guidelines have been developed in English but the summary powerpoint is also available in Italian, Spanish, German, French and Dutch. **This material can be accessed also via the A.I.S.E. public website at [www.aise.eu/our-activities/standards-and-industry-guidelines/laundry-detergent-testing-guidelines](http://www.aise.eu/our-activities/standards-and-industry-guidelines/laundry-detergent-testing-guidelines)**

Note : these Guidelines include minimum requirements that a company/organisation may feel free to exceed for their forthcoming laundry detergent tests.

The Guidelines are reviewed regularly. A.I.S.E. is open to feedback, reaction or suggestion.

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