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CLEANING & HYGIENE  
PRODUCTS INDUSTRY

# Detergents Europe product stewardship programme for liquid detergent capsules

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## “LDC PSP 2021” Project description

**This updated project description replacing all previous versions and addenda and includes company commitment letters**

Last updated October 2024

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## The programme

### About

The Detergents Europe Liquid Detergent Capsule Product Stewardship Programme (LDC PSP) is a voluntary initiative of the International Association for Soaps, Detergents and Maintenance Products (Detergents Europe) in the domain of product safety.

Detergents Europe and its member companies involved in the Liquid Detergent Capsules (LDC) market in Europe regard the safety of consumers as a top priority. The LDC PSP aims to support safe use and storage of LDCs by consumers, and to significantly reduce the incidence of accidental exposure to these products, in particular involving young children.

Herein, all requirements outlined in the 2020 PSP and currently in effect have been carried over to the 2021 PSP. This latest iteration of the PSP for 2021 also includes:

- several refinements of PSP labelling requirements for hazardous LLDCs.
- new provisions related to tradition and social media.
- new guidance on e-commerce business to customer sale.

As such, this project description (dated November 2023) replaces and obsoletes all previous project descriptions and addenda. The addition of new advertising provisions means that new commitment letters for the signatories to previous iterations of the PSP are required.

### Background

During the early 2010's, European Poison Control Centres (PCCs) started to report accidental exposures to Liquid Laundry Detergent Capsules (LLDC) involving young children, via ingestion and in some cases eye exposure. In 2012, DETERGENTS EUROPE launched its first voluntary product stewardship programme for LLDCs (PSP 2012), with the aim to help significantly reduce incidents involving these products. This included packaging and labelling measures, as well as consumer education. Furthermore, the dedicated and preventive "Keep Caps from Kids" communication campaign and website was developed.

In 2014, a research study<sup>1</sup> by DETERGENTS EUROPE in collaboration with several European PCCs was conducted to better understand accident circumstances and root causes. This study showed that accidents were mostly related to the incorrect product handling and/or storage. It confirmed the relevance of the PSP measures. A subsequent study run by the European Commissions led to similar findings<sup>2</sup>. During the years following PSP implementation, a significant decrease in incident frequency relative to the product market size has been observed. The series of reports published by DETERGENTS EUROPE (based on PCC data) monitoring the evolution of incidents in various EU countries is available on the DETERGENTS EUROPE website<sup>3</sup>.

In December 2014, the European Commission published an amendment to the Classification Labelling and Packaging Regulation (CLP)<sup>4</sup>. The "Soluble Packaging Regulation"<sup>5</sup> introduced specific provisions into the CLP Regulation for LLDCs classified as hazardous according to CLP. This amendment came into force on 1 June 2015. In doing so, it made mandatory many aspects of the PSP 2012, while also introducing additional requirements for the capsules.

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<sup>1</sup> <https://www.detergentseurope.eu/priorities/chemicals-policy/liquid-detergent-capsules/>

<sup>2</sup> <https://ec.europa.eu/docsroom/documents/27018>

<sup>3</sup> <https://www.detergentseurope.eu/priorities/chemicals-policy/liquid-detergent-capsules/>

<sup>4</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX%3A02008R1272-20201114&from=EN>

<sup>5</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32014R1297>

Although non-laundry LDC and non-hazardous LLDCs had not given rise to concerns, industry decided to take a precautionary approach. The PSP was extended in 2015 to cover all Liquid Detergent Capsules, including LDC not within scope of the amended CLP Regulation. To sustain the downward incident rates with hazardous LLDC, additional optional measures were introduced in 2017 for this product category. Specifically, the use of superior child impeding closures and an advertising code of conduct were introduced. Whilst, in 2019, the safe use patch for hazardous LLDC was improved. This improvement was based on consumer research which examined the effectiveness of different pictorials. In 2020, the PSP was consolidated. All previously optional measures (from PSP 2017) became mandatory core elements of the PSP commitment for all programme signatories.

Following the PSP consolidation in 2020, Detergents Europe received feedback from several PSP signatories, inviting for further clarity on specific requirements and calling for further precisions notably due to developments such as social media advertising and online e-commerce which were not directly addressed by the former texts of the PSP. In response, Detergents Europe has undertaken to create PSP 2021. It builds upon previous iterations of the PSP and aims to:

- Provide a more transparent, easy to follow set of commitments. In turn making the PSP more usable for current signatories and more accessible for potential new signatories.
- Provide additional guidelines for appropriate social media advertising. In turn, ensuring that the Industry's safe use message is clearly and effectively communicated to consumers across all types of media.
- Provide guidance for safe use communication when LDCs are sold via e-commerce.
- Provide details on the reporting requirements.

*The Product Stewardship Programme for Liquid Detergent Capsules is an example of an effective risk mitigation program<sup>6</sup> addressing the concerns identified during the post market surveillance activities for a novel product form. The program addresses several product aspects on an industry wide basis leading to a significant reduction in accidental exposures.*

*Member companies can take additional individual risk mitigation actions (e.g. formulation, product and/or packaging design) if identified as relevant following post market surveillance*

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<sup>6</sup> [Framework model of product risk assessment Gene Rider, Dirk van Aken, Carian van de Sman, John Mason and Xiao, Chen](#)

## Scope

The scope of the Detergents Europe LDC PSP covers:

- Product
- Geographic location

### 1. Product scope

The Programme addresses the following LDC product types, with various commitments. Specifically:

1. Liquid Laundry Detergent Capsules (LLDC)
  - a. Those classified as hazardous according to the CLP Regulation.
  - b. Those not classified as hazardous according to the CLP Regulation.
2. Liquid Detergent Capsules (LDC)

In this context, the following term is defined according to Annex I.1.0 of the CLP Regulation.

- Liquid: A substance or mixture which:
  - i. at 50°C has a vapour pressure of not more than 300 kPa (3 bar);
  - ii. is not completely gaseous at 20°C and at a standard pressure of 101.3 kPa; and
  - iii. which has a melting point or initial melting point of 20°C or less at a standard pressure of 101.3 kPa.

The following terms are defined according to Article 2(1) of the Detergents Regulation<sup>7</sup>.

- Detergent: Any substance or mixture containing soaps and/or other surfactants intended for washing and cleaning processes. Detergents may be in any form (liquid, powder, paste, bar, cake, moulded piece, shape, etc.) and marketed for or used in household, or institutional or industrial purposes.
- [Consumer] Laundry detergent: A detergent for laundry placed on the market for use by non-professionals, including in public laundrettes.

By LDC (Liquid Detergent Capsules) it shall be understood any liquid-containing detergent capsule in a water-soluble wrapper and meeting the criteria hereof. This includes:

- all-liquid detergent capsules in soluble film.
- detergent capsules in soluble film that contain both liquid detergent (in any quantity) and non-liquid detergent.

#### 1.1. Liquid Laundry Detergent Capsules (LLDC)

In accordance with the above, LLDCs are detergent capsules intended for laundry use by consumers. LLDCs are sub-divided depending on whether an LLDC is classified as “hazardous” or “not hazardous” according to the CLP Regulation.

#### 1.2. Liquid Detergent Capsules (LDC)

In accordance with the above, LDCs are detergent capsules intended for uses other than laundry (e.g. automatic dishwashing, floor cleaners, etc.).

### 2. Geographic scope

The PSP is open to any company manufacturing and/or placing LDC on the market in:

- The European Union,
- Iceland,

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<sup>7</sup> <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32004R0648>



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- Liechtenstein,
- Norway,
- Switzerland,
- The United Kingdom.

This is regardless of whether these companies are member of Detergents Europe and/or its National Association members.

### 3. Exclusions

LDCs sold in individual units in blisters are excluded from the product scope.



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## THE COMMITMENT

Companies participating in the PSP commit to applying the requirements described below to LLDCs and LDCs as defined under Section 1 above. A summary is provided in Annex 1.

### 4. For Hazardous LLDCs

#### 4.1. Compliance with the CLP Regulation (EC) No 1272/2008

For LLDCs classified as “hazardous” under the CLP Regulation, all requirements contained in the Soluble Packaging Regulation apply.

For the product (capsule), this includes resistance to mechanical compression and to premature content release when in contact with water, and the use of an effective aversive agent.

For the packaging, this includes a reduced visibility of the capsules through the packaging, and closures that are difficult for children to open.

For the on-pack label, it requires prominent presence of the phrase P102 “Keep out of reach of children”.

#### 4.2. Product requirements

Product requirements are as per the Soluble Packaging Regulation.

#### 4.3. Packaging requirements

In addition to the Soluble Packaging Regulation, the packaging directly containing the hazardous LLDC shall be equipped with a closure of superior child-impeding efficacy. This efficacy of the packaging and the closing system shall be evaluated in accordance with the protocol laid down in Annex 4 (cf Detergents Europe Test Protocol) and the related criteria shall be successfully passed.

#### 4.4. Labelling requirements

Participating companies shall include a prominent and readily visible safe use patch (also referred to as the “Yellow Patch”) on all LDC packaging. A communication toolkit containing the on-pack patches is available from the Detergents Europe website. In addition, specific Detergents Europe safe use icons (see: Annex 2) may be used on the product label.

The PSP safe use patches are always part of the voluntary commitment for PSP signatories. In addition, non-signatories of the PSP are allowed to freely use the relevant safe use patches on their artworks, under the condition that the below requirements are strictly and fully observed.

##### 4.4.1. Reclosing instructions

Re-closing instructions for the capsule container shall be provided on pack, in one of three ways:

1. Using the appropriate “close the pack” Detergents Europe safe use icon in the Safe Use Patch.
2. Using a company’s own brand-specific reclosing instruction(s).
3. Using both the Safe Use Patch and brand-specific reclosing instruction(s).

In all cases, the Safe Use Patch (see 4.4.2.) will be located on the front panel (for boxes or pouches) or top panel (for boxes), in proximity to the opening/closing mechanism.

Where reclosing instruction is provided via brand-specific reclosing instruction(s), these shall be provided in proximity to the safe use patch, preferably beside it.

Where reclosing instruction is provided via both the Safe Use Patch (with relevant DETERGENTS EUROPE icon) and brand specific reclosing instruction(s), the brand specific instruction(s) are regarded as

supplemental information. Consequentially, the location of brand specific instruction(s) is, in this instance, at the discretion of the brand owner.

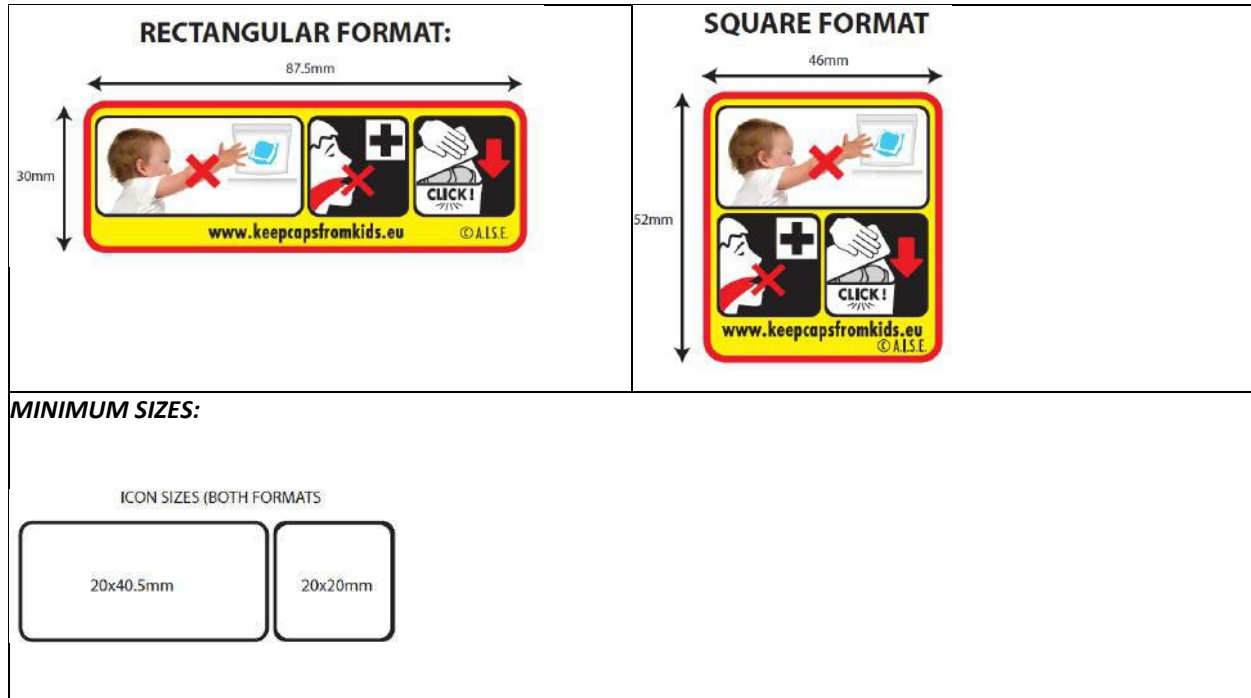
#### 4.4.2. Safe use patch

The safe use patch shall include the following elements:

1. the Detergents Europe “keep out of reach of children” photograph,
2. the Detergents Europe “do not ingest” safe use icon,
3. the Detergents Europe “close the box” or “close the bag” safe use icon (in cases where a company does not provide its own brand-specific reclosing instructions on the pack).
4. The statement: “©Detergents Europe”,
5. The URL: [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu)

The patch shall be presented as follows:

- **Background colour:** Yellow (recommended reference: CMYK 100%), with a red border.
- **“Keep out of reach of children” photograph:** Minimum size, 40.5 mm x 20 mm. Colour, full colour or (if necessary) a reduced colour scheme may be used.
- **Safe use icons:** Minimum size, 20 mm x 20 mm. Background colour black (if necessary, a dark colour may replace black).
- **Fonts (for URL):** Minimum size, 10 points (reference font: Futura Condensed).
- **Location:** Front panel (for boxes and pouches) or top panel (for boxes) of the pack. Excluded: underneath the pack. The safe use patch shall be in proximity to the opening/closing mechanism. Its location should be readily visible to consumers.



To support consumer engagement, a consistent approach to safe use patch design execution is called for across industry. Professional graphic files of the patches are available from the Detergents Europe website. Further to this, TWO main design executions are foreseen:



## Execution 1: The “standard” safe use patch

This execution of the safe use patch communicates the standard safe use information that must be communicated to consumers. It consists of the “keep out of reach” picture, the “do not ingest” safe use icon, and the “close the bag/lid properly” safe use icon. It may be provided in either full colour or in reduced colour.

The following two executions of the “standard” safe use patch are made available to companies:

|                    | Full colour option                                                                  | Reduced colour option                                                                 |
|--------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Rectangular layout |    |     |
|                    |   |    |
| Square layout      |  |  |
|                    |  |  |

## Execution 2: The “core” safe use patch

**Note:** This execution may only be availed of if it is accompanied by brand specific reclosing instructions elsewhere on pack.

This execution communicates the minimum information that must be communicated via the safe use patch. It consists of the “keep out of reach” picture and the “do not ingest” safe use icon. It may be provided in either full colour or in reduced colour.

The following two executions of the “standard” safe use patch are made available to companies:

| Full colour option                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Reduced colour option                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Diagram of the full colour safe use patch. It is a rectangular patch with a yellow border. Inside, on the left, is a picture of a baby reaching for a product container, with a large red 'X' over it. On the right is a black and white icon of a person's head with a red 'X' over the mouth and a white cross in the background. Below the images, the text reads: <b>www.keepcapsfromkids.eu</b> and <b>© A.I.S.E.</b>. Dimensions are indicated: 66mm width and 30mm height.</p> |  <p>Diagram of the reduced colour safe use patch. It is a rectangular patch with a yellow border. Inside, on the left, is a black and white picture of a baby reaching for a product container, with a large red 'X' over it. On the right is a black and white icon of a person's head with a red 'X' over the mouth and a white cross in the background. Below the images, the text reads: <b>www.keepcapsfromkids.eu</b> and <b>© A.I.S.E.</b></p> |

### NOTA BENE:

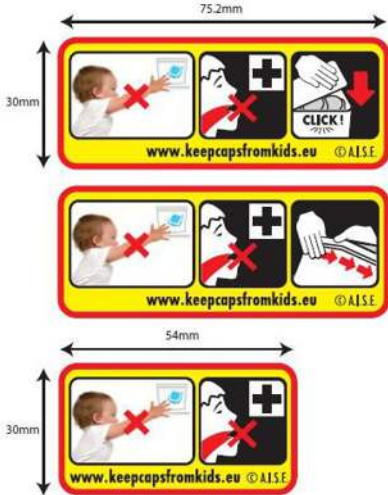
1. A potential Third execution of the “core” safe use patch may be done by companies: in this execution, the “core” safe use patch may be augmented by the use of one of the DETERGENTS EUROPE safe use icon (discretionary choice of the company and of relevance to the product in question). This variation is intended to best facilitate safe use of a specific product.

In this execution, the following requirements apply:

- The safe use patch contains a maximum of three visual elements, namely the “keep out of reach” picture and the “do not ingest” safe use icon and one additional discretionary safe use icon.
  - To avail of this option, brand specific reclosing information must be reported on pack.
  - NB: this execution should always respect the size requirements as mentioned above (section 4.4.2see MINIMUM SIZES table above).
2. The Safe use patch shall be applicable on the primary packaging of the product. In case promotional material is used (e.g. consumer-facing secondary packaging in the sense of what forms part of a ‘consumer unit’), the above requirements namely printing of the safe use patch do apply on consumer-facing secondary packaging as well.
  3. In addition to the visual communication of the Safe Use Patch, the phrase P102 “Keep out of reach children” shall be prominently included in the CLP section of the label.
  4. To access all professional files of the safe use patch, please visit [www.detergentseurope.eu](http://www.detergentseurope.eu)

5. Exceptionally, for packs containing maximum 11 washloads, and should the above formats not be feasible at all, another execution of the patch may be used by PSP signatories, based on the formats provided below:

**Exceptional format - Maximum 11 washloads:**

| EXCEPTIONAL FORMAT : Maximum 11 washloads                                                                                                                                  | EXCEPTIONAL BLACK & WHITE FORMAT : Maximum 11 washloads                                                                   |         |         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------|---------|
|  <p>75.2mm</p> <p>30mm</p> <p>54mm</p> <p>30mm</p> <p>www.keepcapsfromkids.eu © AISE</p> |  <p>www.keepcapsfromkids.eu © AISE</p> |         |         |
| <p><b>ICON SIZES (BOTH FORMATS)</b></p> <table border="1"> <tr> <td>20x28mm</td> <td>20x20mm</td> </tr> </table>                                                           |                                                                                                                           | 20x28mm | 20x20mm |
| 20x28mm                                                                                                                                                                    | 20x20mm                                                                                                                   |         |         |

## 5. For all LDCs (except hazardous LLDCs)

### 5.1. Product requirements

To address resistance and prevent LDCs from bursting when gripped by children, companies shall ensure that LDCs resist a mechanical compression strength of at least 300 N under standard conditions.

[Detergents Europe's guidelines on the implementation of the Soluble Packaging Regulation](#), including how to measure compression resistance, shall form the basis to determine compliance with this voluntary requirement.

### 5.2. Packaging requirements

Participating companies shall implement one of the following measures to reduce the visibility of LDC through the product packaging:

- opaque packaging, or
- obscure packaging, or
- any equivalent.

### 5.3. Labelling requirements

Participating companies shall include a prominent and readily visible safe use patch (also referred to as the “Yellow Patch”) on all LDC packaging. A communication toolkit containing the on-pack patches is available from the Detergents Europe website. In addition, specific Detergents Europe safe use icons (see: Annex 2) may be used on the product label.

The PSP safe use patches are always part of the voluntary commitment for PSP signatories. In addition, non-signatories of the PSP are allowed to freely use the relevant safe use patches on their artworks, under the condition that the below requirements are strictly and fully observed.

### 5.4. Safe use patch

The safe use patch shall include:

1. the Detergents Europe icon “keep out of reach of children”, accompanied by the sentence: ‘Keep away from children’ (recommended) or the P102 sentence ‘Keep out of reach of children’,
2. the appropriate Detergents Europe icon “close the pack”, accompanied by the sentence: ‘Close the lid properly’ (for tubs) or ‘Close the bag properly’ (for stand-up pouches),
3. the title “HANDLE AND STORE SAFELY” (preferably in capital letters),
4. The statement: “© Detergents Europe” statement,
5. The URL: [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu)

Patches provided:



The patch shall be presented as follows:

- **Background colour:** Yellow (recommended reference: CMYK 100%), with a black border.
- **Safe use icons:** Minimum size, 20 mm x 20 mm. Background colour black (if necessary, a dark colour may replace black).
- **Fonts:** Minimum size, 13 points (reference font: Futura Bold) for the titles, 10 points (reference font: Futura Condensed) for the accompanying text.
- **Location:** Front panel (boxes and pouches) or top panel (boxes) of the pack. Excluded: underneath the pack. The safe use patch shall be in proximity to the opening/closing mechanism. Its location should be readily visible to consumers.

The title and text accompanying the icons shall be adequately translated (as per material provided see [Detergents Europe website](http://detergents-europe.eu)). For multilingual versions of this patch the minimum size requirements continue to apply for all languages. Exceptions can be made for packs containing more than 3 languages and for packs containing too little on-pack space. To ensure visibility of icons and accompanying sentences on packs, companies may exceptionally use “silent” icons or a “title only” patch, or a “silent” patch, provided the size of the icons is bigger than 20 x 20 mm. Examples are provided, but should only be used in exceptional cases, as the text version is strongly preferred and recommended.



**The layout is as follows:**



To support consumer engagement, a consistent approach to safe use patch design execution is called for across industry. Professional graphical files of the patches are available from the [Detergents Europe website](https://www.detergentseurope.eu).

## 6. Off pack communication requirements

Participating companies shall promote the safe use of their LLDC and/or LDC products through consumer communication. This includes commitments for advertising and brand communication in traditional media, brand web sites, and social media activities.

It is recommended that packaging shall be always featured in its real form including the safe use guidance elements on all advertisements (including secondary packaging where this is used as promotional material). Consistency between material used on advertising and the one used with the safe use patch is recommended as best practice.

Agreed translations are provided in Annex 3.

### 6.1. Advertising code of conduct

Companies commit to not advertise hazardous LLDC, or do promotions on these products, in media (traditional and digital) primarily targeted to children below 5 years of age.

They also commit not to use on their packaging (primary or secondary) graphics or promotional visuals that would be directly aimed at drawing children's attention.

For existing signatories, this is applicable for all new advertising contracts put in place as of 2018.

For any new signatories to the PSP, this shall apply to new advertising contracts for hazardous LLDC signed after the date of the company's commitment to the PSP project.

### 6.2. Mandatory safe use message in Single product advertising

The below requirements are always part of the voluntary commitment for LLDC products classified as hazardous under CLP.

For other LDC products, their implementation as part of the overall voluntary commitment is optional - but replacing “www.keepcapsfromkids.eu” by “www.cleanright.eu”. By “Single product advertising”, it is meant advertising focusing on one specific brand.

Please refer to Annex 3 for the official Detergents Europe translations of the mandatory safe use message.

#### 6.2.1. TV / Digital Video commercials (10 seconds and over\*, with sound) The following requirements apply:

- **What:**

- Safe use message: An oral voiceover featuring one of the following sentences:

- “Always keep away from children”, or
- “Always keep [BRAND NAME] away from children”, or
- “Keep out of reach of children”.

The text of the voice over may optionally also appear on the screen.

- Safe use visual cue: A visual zoom in, zoom back-to-pack (or “pop-up”) of one of:

- the Detergents Europe “keep out of reach of children” safe use photograph, or
- the product safe use patch.
- (exceptionally, the Detergents Europe “keep out of reach of children” safe use icon for non hazardous LLDC/LDC products implementing this requirement on a voluntary basis.

The icon/photograph/patch shall appear in a sufficiently large (visible) size. It shall then move to where it is located on the pack/artwork; its colour shall be the same as used on pack. The duration of its movement shall coincide with the voice over and be visible for a long enough time to be understandable by consumers. Consistency between material used on advertising and the one used with the safe use patch is recommended as best practice (i.e. use baby photograph for the zoom out if/as baby photo is used on safe use patch).

- Supporting information: “@Detergents Europe.” and “LEARN MORE
- [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu) “ shall be featured in a written and readable way.

- **When:** The above mandatory safe use message must be included at the end of the commercial

NB\*: For shorter TV videos, please apply requirement as laid out for digital ads.

#### 6.2.2. Print advertising (including in-store point of sale printed materials) The following requirements must be included in the commercial:

- **What:**

- Safe use message: A written statement featuring one of the following sentences:

- “Always keep away from children”, or
- “Always keep [BRAND NAME] away from children”, or
- “Keep out of reach of children”.

- Safe use visual cue: One of following shall be displayed as a stand-alone cue in the advertisement:

- the Detergents Europe “keep out of reach of children” safe use icon, or
- the Detergents Europe “keep out of reach of children” safe use photograph, or
- the product safe use patch.

The safe use visual cue shall be sufficiently large and visible. The minimum size of the icon (20mm x 20mm) and photograph (40,5 mm x 20 mm) based on an A4 print ad format and shall be proportional in case of smaller/bigger formats, whilst always taking into consideration the fact that it is key that should be readable/visible by consumers.

- Supporting information: “©Detergents Europe” and “LEARN MORE
- [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu) “ shall be featured in a written and readable way.
- **Where:**
  - At the bottom of the advertising or in the corner, sufficiently visible.
  - For POS (point of sale ad/printed materials), featuring the safety message on the top card is mandatory. If there is enough space to include the message also on the two sides of the POS, that should be organised.

6.2.3. Radio advertising (including music streaming and podcast advertising) The following requirements apply:

- **What:**
  - Safe use message: An oral voiceover featuring one of the following sentences:
  - “Always keep away from children”, or
  - “Always keep [BRAND NAME] away from children”, or
  - “Keep out of reach of children”.
- **When:** at the end of the commercial

#### 6.2.4. Digital advertising

As a general principle, video/digital advertising via social media should communicate the same safe use elements and supporting information as television advertising. However, digital advertising does not always adhere to the same parameters as television advertising (e.g. duration and/or use of audio). Therefore, the following requirements must be met depending on the execution of the digital ad:

| TYPE OF DIGITAL AD:                                            | What:<br><u>Safe use message:</u><br>An oral voiceover featuring one of the following sentences:<br>“Always keep away from children”, or<br>“Always keep [BRAND NAME] away from children”, or<br>“Keep out of reach of children”. | What:<br><u>Safe use visual cue:</u><br>A visual zoom in, zoom back (or “pop-up”) of the DETERGENTS EUROPE “keep out of reach of children” safe use icon | What:<br><u>Supporting information:</u><br>“©Detergents Europe” and<br>“LEARN MORE <a href="http://www.keepcapsfromkids.eu">www.keepcapsfromkids.eu</a> ” | When/how long?                                                                                                                 |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>DIGITAL AD WITH SOUND or MUTED</b><br>All digital platforms | <p><u>Up to 10 sec:</u><br/>Written message may not be written on screen<br/>No voice over</p> <p><u>Above 10 sec:</u><br/>MANDATORY:<br/><br/>SEE 6.2.1</p>                                                                      | <p>MANDATORY</p> <p>MANDATORY SEE 6.2</p>                                                                                                                | <p>NOT MANDATORY but possible</p> <p>MANDATORY SEE 6.2</p>                                                                                                | <p>Minimum for 3 seconds (or all along the ad duration)</p> <p>e.g. at the bottom or in the corner of the ad, well visible</p> |

| STATIC AD SOCIAL<br>MEDIA                                         | OPTIONAL<br>Sentence may be placed<br>e.g. in copy under the<br>visual (eg Instagram post)                                                                                                                                                                                                                                                                                                                                                                                                           | MANDATORY                 | NOT MANDATORY<br>but possible | At the bottom of<br>the image                                                                                                                                          |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>INFLUENCERS' AD<br/>OR TESTIMONIALS<br/>BY THIRD PARTIES**</b> | <b>MANDATORY</b><br><i>To be organised with<br/>them</i><br><b>**It is acknowledged that<br/>PSP signatories often do<br/>not have direct creative<br/>control over the content<br/>generated by social<br/>media influencers.<br/>However, if a PSP<br/>signatory is collaborating<br/>with a social media<br/>influencer, the social<br/>media influencer should<br/>be strongly encouraged<br/>to clearly communicate<br/>the above safety<br/>message when<br/>promoting a LLDC<br/>product.</b> | NOT<br>MANDATORY/OPTIONAL | NOT MANDATORY<br>but possible | Either in voice<br>message (when<br>the influencer is<br>talking about the<br>product) OR at the<br>end of the video,<br>OR in the text<br>caption below the<br>video. |

### 6.3. Mandatory safety message in Multi-product advertising

Advertisement may not be limited to a single product and may feature multiple products in the same advertisement. Such an advertisement might feature either:

- Multiple product types from the same brand (or brands in the home and personal care sector).
- Multiple product types from different brands/different product categories.

If a multi-product advertisement features an LLDC, it falls within the scope of the LDC PSP.

The below requirements are always part of the voluntary commitment for LLDC products classified as hazardous under CLP.

For other LDC products, their implementation as part of the overall voluntary commitment is optional - but replacing "www.keepcapsfromkids.eu" by "www.cleanright.eu".

#### 6.3.1. Multiple product advertising, same brand (or brands in the home and personal care sector)

In this case, multiple products from the same brand or product scope are featured together in the same advertisement. For instance, a powder detergent, liquid detergent, and capsule product all from the same brand, or a capsule product with a hand dish detergent etc.

##### Television advertisement:

The following requirements must be included at the end of the commercial

- **What:**



- **Safe use message:** An oral voiceover featuring one of the following sentences:
  - “Always keep away from children”, or
  - “Always keep [BRAND NAME] away from children”, or
  - “Keep out of reach of children”.
 The text of the voice over may optionally also appear on the screen.
- **Safe use visual cue:** One of the following shall be displayed on screen as a standalone cue:
  - the Detergents Europe “keep out of reach of children” safe use icon, or
  - the Detergents Europe “keep out of reach of children” safe use photograph, or
  - the product safe use patch.
 The icon/photograph/patch shall appear in a sufficiently large (visible) size.
- **Supporting information:** “@Detergents Europe” and “LEARN MORE
- [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu) “ shall be featured in a written and readable way.
- **When:** at the end of the film. The “zoom in zoom out” effect (as requested for single brand ads) may not be needed here.

#### Print advertisement:

The following requirements must be included in the commercial:

- **What:**
  - **Safe use message:** A written statement featuring one of the following sentences:
    - “Always keep away from children”, or
    - “Always keep [BRAND NAME] away from children”, or
    - “Keep out of reach of children”.
  - **Safe use visual cue:** One of the following shall be displayed as a stand-alone cue in the advertisement:
    - the Detergents Europe “keep out of reach of children” safe use icon, or
    - the Detergents Europe “keep out of reach of children” safe use photograph, or
    - the product safe use patch.

The safe use visual cue shall be sufficiently large and visible. The minimum size of the icon (20mm x 20mm) and photograph (50 mm x 20 mm) based on an A4 print ad format and shall be proportional in case of smaller/bigger formats, whilst always taking into consideration the fact that it is key that should be readable/visible by consumers.

  - Supporting information: “@DETERGENTS EUROPE” and “LEARN MORE
  - [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu) “ shall be featured in a written and readable way.
- **Where:** At the bottom of the page.

#### 6.3.2. Multiple product advertising, multiple brands, different product categories

In this case, what is meant by multi-product advertising is multiple products from the different brands (eg of a same company) featured in the same advertisement. For instance, a laundry product, a food product, a hygiene product, etc from different brands.

Television advertisement:

The following requirements must be included when an LLDC or its packaging are on screen.

- **What:**
  - Safe use message: An oral voiceover featuring one of the following sentences:



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- “Always keep away from children”, or
- “Always keep [BRAND NAME] away from children”, or
- “Keep out of reach of children”.

The text of the voice over may optionally also appear on the screen.

- Safe use visual cue: One of the following shall be displayed on screen as a standalone cue:
  - the Detergents Europe “keep out of reach of children” safe use icon, or
  - the Detergents Europe “keep out of reach of children” safe use photograph, or
  - the product safe use patch.

The icon/photograph/patch shall appear in a sufficiently large (visible) size. The requirement for a safe use visual cue is fulfilled if the on-pack artwork is clearly visible and legible to consumers when on screen.

- **When:** When the capsules are featured in the ad, use of the visual cue is mandatory. And possibly also at the end of the ad, with text (Keep out of reach of children), ensuring it is readable.

Also, ensuring good visibility of the safety message on the artwork should be ensured.

#### **Print advertisement:**

The following requirements must be included in the commercial:

- Safe use visual cue: One of the following shall be displayed as a stand-alone cue in the advertisement:
  - the Detergents Europe “keep out of reach of children” safe use icon, or
  - the Detergents Europe “keep out of reach of children” safe use photograph, or
  - the product safe use patch.

The safe use visual cue shall be sufficiently large and visible. The minimum size of the icon (20mm x 20mm) and photograph (50 mm x 20 mm) based on an A4 print ad format and shall be proportional in case of smaller/bigger formats, whilst always taking into consideration the fact that it is key that should be readable/visible by consumers. The requirement for a safe use visual cue is fulfilled if the on-pack artwork displays the safe use patch and the patch is clearly visible and legible to the consumer.

- Safe use message: A written statement featuring one of the following sentences:
  - “Always keep away from children”, or
  - “Always keep [BRAND NAME] away from children”, or
  - “Keep out of reach of children”.
- **Where:** at the bottom of the ad

## **6.4. Brand website communication**

The “landing page” of brand websites of LDC products shall include the following elements depending on product type.

### **6.4.1. Hazardous LLDCs**

#### Visual elements:

One of the below visual elements shall be used:

a. Safe-use patch



- photographic version,
- full colour,
- plus, the relevant generic “close the pack” icon

b. Keep Caps from Kids main visual



- Alternative option.
- Only available to companies who have signed up to participate in “Keep Caps From Kids” campaign.

c. Keep Caps from Kids web banner

- Alternative option.
- Only available to companies who have signed up to participate in “Keep Caps From Kids” campaign.

Supporting information:

A functioning link to [www.keepcapsfromkids.eu](http://www.keepcapsfromkids.eu) must be provided. This requirement is irrespective of choice of visual element above.

## 6.4.2. All LDCs (except hazardous LLDCs)

Visual elements:

Safe-use patch



- icon version
- full colour
- plus, the relevant generic “close the pack” icon

Supporting information:

A functioning link to [www.cleanright.eu](http://www.cleanright.eu) must be provided.

## 6.5. Communications toolkit

To support PSP participants, Detergents Europe has developed a communication toolkit containing:

- a 5 second video/tag on (available from [the Detergents Europe website](http://the Detergents Europe website)), and
- animated web banners (available from KCFK extranet).



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Detergents Europe has also developed the pan-European and multi-stakeholders [Keep Caps From Kids project, campaign](#) and [website](#) aims to support safe use of LLDC products. These activities are part of a broader consumer engagement programme, which DETERGENTS EUROPE is undertaking via [cleanright.eu](#).

Participating companies are allowed, on a voluntary basis, to customise and include the industry leaflet and insert it in the pack or distribute it on shelves, via direct marketing, care lines etc.

Participating companies are allowed, on a voluntary basis, to customise and include the industry safety messages on social media.

## 6.6. e-commerce sale of LDCs

E-commerce sale has emerged as an alternative to in-store product sale for consumer detergent products, including for LLDCs and LDCs. In the context of the PSP, e-commerce sale is regarded as equivalent to in-store sale. Consequentially, PSP obligations

that apply to LLDCs and LDCs sold in-store also apply to those LLDCs and LDCs sold via e-commerce. Best practice to promote the safe use patch when products are featured on the online retailer websites is recommended\*\*\*.

The European Chemicals Agency has produced guidance<sup>8</sup> which details CLP requirements for packaging used for the consolidation of supply packaging during transport. In line with

this guidance and in the context of e-commerce sale of LLDCs and LDCs, it is highlighted that:

- The capsule is the inner packaging (for supply)
- The packaging which contains the capsule is the outer packaging (for supply)
- Additional layer(s) of packaging beyond the outer packaging is transport packaging.

**NB:** If the product has a CLP hazard classification (or allergy warning), it is mandatory to make the hazard information available online.

## 6.7. Industry consumer communication campaign

DETERGENTS EUROPE, in cooperation with the signatories of the PSP, will regularly assess the need to organise industry consumer communication activities in support of the PSP.

## 6.8 Reporting to Detergents Europe.

Companies shall report to Detergents Europe on the consumer communication activities carried out in the framework of the PSP.

Signatories of this Product Stewardship Programme will be asked to provide on an annual basis to Detergents Europe qualitative material (e.g. copies of artworks, copies print advertising, screenshots of social media ads, screenshots of TV adverts, screenshots of brands websites etc) all featuring how they have been implementing the requirements related to on pack and off pack communication via their brands. Evidence on how the mandatory safety message will have been featured will need to be demonstrated through this reporting.

This annual reporting will be targeted for a specific geographical region, for a given period and will be communicated minimum 2 months in advance of the reporting deadline to the PSP Signatories. This material will be used for records by Detergents Europe but also, for possible use during presentations made by Detergents Europe of past communication activities towards external stakeholders (eg Member States, Poison Centres, European Commission, Consumer NGOs), so as to demonstrate industry's efforts to reach out and engage consumers on the safe use of capsules.

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<sup>8</sup> [https://echa.europa.eu/documents/10162/23036412/clp\\_labelling\\_en.pdf/89628d94-573a-4024-86cc-0b4052a74d65](https://echa.europa.eu/documents/10162/23036412/clp_labelling_en.pdf/89628d94-573a-4024-86cc-0b4052a74d65)

## Timing

All requirements shall be implemented by the signatories without delay and within the following timelines:

### 7. Product and packaging requirements

The company shall start to implement the product and packaging requirements specified under Section 4.3 and 4.4 above within 18 (eighteen) months from the Effective Date (as defined in the Commitment letter) and complete the transition within 1 (one) year after the 18 (eighteen) months have elapsed.

For the sake of clarity, it is the company's sole and individual responsibility to ensure timely compliance with all applicable EU rules governing its products' packaging, including Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures.

### 8. On-pack labelling requirements

The company shall implement the requirements set in Section 4.4 above as soon as possible.

For existing signatories, the artwork changes related to the amended safe use patch for hazardous LLDC shall be implemented maximum within 18 months upon signature of this PSP.

### 9. Off pack communication requirements

The company shall implement the requirements set in Section 6 above as soon as possible and at the latest within 6 (six) months from the Effective Date (as defined in the Commitment letter).

The same timeline shall apply where the company chooses to comply with the off-pack communication requirements of Section 6 in respect of other LDC.

The requirement set in Section 6.1.1 (Advertising Code of Conduct) shall apply to every new advertising contract on hazardous LLDC signed after the Effective Date.



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## Legal requirements

This Programme does not replace the legal requirements that companies are obliged to meet with regard to safety and human health - in particular the provisions set in Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures; Regulation (EC) No 1297/2014 on soluble packaging; Directive 2001/95/EC on General Product Safety; Regulation (EC) No 648/2004 on Detergents.

This programme is a voluntary initiative in the field of health and safety to be carried out in compliance with competition law. Compliance with competition rules is an individual company responsibility throughout the implementation of this Programme.

### Review of Criteria

Detergents Europe reserves the right to review the PSP criteria on a need basis to ensure a satisfactory level of efficiency, credibility and usefulness, and to reflect such changes on the signatories' commitment.

### Further information

For any questions, please get in touch with Detergents Europe directly via <https://www.detergentseurope.eu/> , [contact@detergentseurope.eu](mailto:contact@detergentseurope.eu) or call +32 2 679 62 60



## Annex 1: summary of PSP commitments

|                                                        | Hazardous LLDCs                                                                                                                                                                               | All LDCs<br>(except hazardous LLDCs)                                                                                                                          |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Product</b>                                         | <ul style="list-style-type: none"> <li>• Use of aversive agent.*</li> <li>• Capsule integrity requirements.*</li> </ul>                                                                       | <ul style="list-style-type: none"> <li>• Resistance to compression of at least 300N.</li> </ul>                                                               |
| <b>Packaging</b>                                       | <ul style="list-style-type: none"> <li>• Use of superior child impeding closures.</li> <li>• Closure efficacy confirmed by passing Detergents Europe. test protocol.</li> </ul>               | <ul style="list-style-type: none"> <li>• Reduced visibility of capsules via product packaging.</li> </ul>                                                     |
| <b>Labelling</b>                                       | <ul style="list-style-type: none"> <li>• Detergents Europe safe use patch (photographic version).</li> <li>• Packaging re-closing instructions (product specific or generic icon).</li> </ul> | <ul style="list-style-type: none"> <li>• Mandatory use of Detergents Europe safe use patch (icon version).</li> </ul>                                         |
| <b>Advertising<br/>(Traditional Media<sup>^</sup>)</b> | <ul style="list-style-type: none"> <li>• Advertising code of conduct</li> <li>• Mandatory use (in various forms) of industry safety message in all brand adverts.</li> </ul>                  | <ul style="list-style-type: none"> <li>• Optional use (in various forms) of industry safety message in brand adverts</li> </ul>                               |
| <b>Advertising<br/>(Digital Media<sup>†</sup>)</b>     | <ul style="list-style-type: none"> <li>• Advertising code of conduct</li> <li>• Mandatory use (in various forms) of industry safety message in all brand adverts.</li> </ul>                  | <ul style="list-style-type: none"> <li>• Optional use (in various forms) of industry safety message on corporate websites and on line advertising.</li> </ul> |

\* As per the requirements of the CLP Regulation.

<sup>^</sup>Specifically: TV, print, audio advertising.

<sup>†</sup>Specifically: Social media and brand websites.

## Annex 2: Relevance for liquid detergents capsules

Detergents Europe has developed various voluntary safe use icons for use by industry. These are available from the Detergents Europe website. Several of them are specifically relevant for this product category:

### Safety / hazards:



Keep away  
from  
children.



Keep away from eyes.  
If product gets into  
eyes rinse thoroughly  
with water.



Do not ingest. If product  
is ingested then seek  
medical advice

### Closing instructions:



Close the lid  
properly.



Close the bag  
properly.

### Safe use:



Do not pierce,  
break or cut.



Use with dry hands.



Do not tear  
apart stuck  
capsules.

**NB:** besides the mandatory safe use patch described in sections 4.5.2. and 5.1.1.1. of this document, the above icons can be used on a voluntary basis by PSP signatories. In this case, the general legal and technical guidelines provided on [the Detergents Europe website](https://www.detergentseurope.eu) apply (including minimum size).

## Annex 3: Detergents Europe safe use icons of official translation for P-102 precautionary phrase.

|                |                                                     |
|----------------|-----------------------------------------------------|
| Bulgarian      | Да се съхранява извън обсега на деца.               |
| Croatian       | Čuvati izvan dohvata djece.                         |
| Czech          | Uchovávejte mimo dosah dětí.                        |
| Danish         | Opbevares utilgængeligt for børn.                   |
| Dutch          | Buiten het bereik van kinderen houden.              |
| <b>English</b> | <b>Keep out of reach of children</b>                |
| Estonian       | Hoida lastele kättesaamatus kohas.                  |
| Finnish        | Säilytä lasten ulottumattomissa.                    |
| French         | Tenir hors de portée des enfants.                   |
| German         | Darf nicht in die Hände von Kindern gelangen.       |
| Greek          | Μακριά από παιδιά.                                  |
| Hungarian      | Gyermekektől elzárva tartandó.                      |
| Icelandic*     | -                                                   |
| Irish          | Coimeád as aimsiú leanaí.                           |
| Italian        | Tenere fuori dalla portata dei bambini.             |
| Latvian        | Sargāt no bērniem.                                  |
| Lithuanian     | Laikyti vaikams neprieinamoje vietoje.              |
| Maltese        | Żommu 'l bogħod minn fejn jistgħu jilħquh it- tfal. |
| Montenegrin*   | -                                                   |
| Norwegian*     | -                                                   |
| Polish         | Chronić przed dziećmi.                              |
| Portuguese     | Manter fora do alcance das crianças.                |
| Romanian       | A nu se lăsa la îndemâna copiilor.                  |
| Russian*       | -                                                   |
| Serbian*       | -                                                   |
| Slovakian      | Uchovávať mimo dosahu detí.                         |
| Slovenian      | Hraniti zunaj dosega otrok.                         |
| Spanish        | Mantener fuera del alcance de los niños.            |
| Swedish        | Förvaras oåtkomligt för barn                        |
| Turkish*       | -                                                   |

\*Translations of the P102 sentence are not provided in the CLP text as these countries are outside of EU-27.

## Agreed Detergents Europe translation for industry safety messages.

|                |                                                    |
|----------------|----------------------------------------------------|
| Bulgarian      | Винаги дръжте далеч от деца.                       |
| Croatian       | Uvijek držite podalje od djece.                    |
| Czech          | Vždy uchovávejte mimo dosah dětí.                  |
| Danish         | Bør altid opbevares utilgængeligt for børn         |
| Dutch          | Altijd buiten bereik van kinderen bewaren.         |
| <b>English</b> | <b>Always keep away from children.</b>             |
| Estonian       | Hoida alati lastele kättesaamatus kohas.           |
| Finnish        | Pidä aina poissa lasten ulottuvilta.               |
| French         | Toujours conserver hors de portée des enfants.     |
| German         | Stets außer Reichweite von Kindern aufbewahren.    |
| Greek          | Να φυλάσσεται πάντα μακριά από παιδιά.             |
| Hungarian      | Gyermekektől mindig távol tartandó.                |
| Icelandic      | Geymið ávallt þar sem börn ná ekki til.            |
| Irish          | -                                                  |
| Italian        | Conservare sempre fuori dalla portata dei bambini. |
| Latvian        | Vienmēr glabāt bērniem nepieejamā vietā.           |
| Lithuanian     | Visada laikyti vaikams nepasiekiamoje vietoje.     |
| Maltese        | Dejjem żomm 'il bogħod mit-tfal.                   |
| Montenegrin    | Uvijek držati van domašaja djece.                  |
| Norwegian      | Hold alltid utilgjengelig for barn.                |
| Polish         | Przechowywać zawsze poza zasięgiem dzieci.         |
| Portuguese     | Manter sempre fora do alcance das crianças.        |
| Romanian       | Nu lăsați niciodată la îndemâna copiilor.          |
| Russian        | Всегда храните в недоступном для детей месте.      |
| Serbian        | Uvek držati van domašaja dece.                     |
| Slovakian      | Vždy uchovávať mimo dosahu detí.                   |
| Slovenian      | Vedno hranite nedosegljivo otrokom.                |
| Spanish        | Mantener siempre fuera del alcance de los niños.   |
| Swedish        | Förvaras alltid oåtkomligt för barn.               |
| Turkish        | Daima çocuklardan uzak tutun.                      |

|                |                           |
|----------------|---------------------------|
| Bulgarian      | НАУЧЕТЕ ПОВЕЧЕ И ПРЕДАЙТЕ |
| Croatian       | SAZNAJTE VIŠE             |
| Czech          | DOZVĚĎTE SE VÍC           |
| Danish         | FÅ MERE AT VIDE           |
| Dutch          | KOM MEER TE WETEN         |
| <b>English</b> | <b>LEARN MORE</b>         |
| Estonian       | LOE LÄHEMALT              |
| Finnish        | LISÄTIETOJA               |
| French         | EN SAVOIR PLUS            |
| German         | HIER MEHR ERFAHREN        |
| Greek          | ΜΑΘΕΤΕ ΠΕΡΙΣΣΟΤΕΡΑ        |
| Hungarian      | TUDJON MEG TÖBBET         |
| Icelandic      | FREKARI UPPLÝSINGAR       |
| Irish          | -                         |
| Italian        | SCOPRI DI PIÙ             |
| Latvian        | UZZINIET VAIRĀK           |
| Lithuanian     | SUŽINOKITE DAUGIAU        |
| Maltese        | Itaġħllem iżjed           |
| Montenegrin    | -                         |
| Norwegian      | LÆR MER                   |
| Polish         | DOWIEDZ SIĘ WIĘCEJ        |
| Portuguese     | SAIBA MAIS                |
| Romanian       | AFLAȚI MAI MULTE          |
| Russian        | УЗНАЙТЕ БОЛЬШЕ            |
| Serbian        | Сазнајте више             |
| Slovakian      | ZISTITE VIAC              |
| Slovenian      | IZVEDITE VEČ              |
| Spanish        | ¡NFORMATE                 |
| Swedish        | TA REDA PÅ MER            |
| Turkish        | Daha fazla bilgi edin     |

## Annex 4: Detergents Europe test protocol

*Superior Child-Impeding Closures for Reclosable Packaging of Hazardous Liquid Laundry Detergent Capsules.*

### Scope

This Detergents Europe Test Protocol specifies a test method for reclosable packages designated as impeding the opening by young children, as prescribed in Commission Regulation (EU) No 1297/2014.

The aim is to provide a quantitative standardised test method and criteria that allow ensuring a superior effectiveness of the package in impeding access by young children (focusing on those children found to be most at risk, i.e. in the age group of 12-36 months). This is to meet and exceed what is required by the design criteria as specified in Commission Regulation (EU) No 1297/2014.

The test protocol does not cover the aspect of convenience and ease-of-use by adults, which is to be assessed and confirmed separately.

### Packaging samples to be tested

The testing shall be conducted with new packaging that has been opened and correctly re-closed only once, in order to remove the original detergent content (if present) and to insert a suitable inert substitute product.

For every panellist, a new package shall be provided. Packaging samples that have once been used in a test, shall not be re-used for tests with different panellists. Sufficient packages, conforming to the container and closure technical drawings and specifications, shall be supplied to the testing facility, including a reserve for reference purposes.

Packages that require a destructive action on a tamper evidence sticker, seal or other system prior to their first opening, shall undergo this action according to the use instructions before the test. This seal shall not be re-applied after the insertion of the substitute product. This is relevant for e.g. the

Detergents Europe safe use sticker on plastic tubs, and for stand-up pouches that require the pouch's top edge (situated above the closing system) to be properly removed.

Detergent capsules shall not be present in the packages that are used in the test. A suitable substitute product shall be used instead. The substitute product shall be toxicologically inert, and shall have a size and mass (density) that is equivalent to the detergent capsules. For this purpose, blocks in MDF wood with a size and mass similar to detergent capsules (approx. 2x3x3 cm) may be used. Other substitutes may be used provided they have equivalent dimensions and physical properties as the actual detergent capsules. Packages up to a volume of 1 litre shall be filled to their nominal capacity (i.e. the number of substitutes is the same as the maximal number of detergent capsules for which the pack is designed); packages greater than 1 litre volume shall be filled up to 1 litre with substitute product. The rationale for limiting the amount of substitute product to 1 litre is that such contents provide adequate weight to the container without causing it to become too heavy for the child to lift or manipulate it during the test.

After replacement of the content, the packages shall be correctly re-closed.

Packaging samples of which the closure is judged to be defective during the initial opening and re-closing shall not be used for testing.

### Ethical Review

The company is solely responsible for the choice of testing facility/laboratory used. It must ensure that the testing facility/laboratory holds all necessary approvals and certifications, notably to supervise and carry out tests with (young) children.

### Test panel

The test population represents those children most frequently involved in accidental exposures with detergent capsules. For the test protocol, 70% of the population shall be between 12 months and 23 months old, inclusive; and 30% shall be between 24 months and 35 months old, inclusive. Within these sub-groups, the distribution of the ages (in months) shall approximate a uniform distribution, avoiding bias towards either the younger or the older ages within the interval.

There shall be an equal split amongst both genders.

The test panellists shall be recruited from a diversity of social, ethnic and cultural origins.

The test panel size for one package is between 30 and 200 children. The size of the test panel determines the statistical robustness of the test results, and consequently, is taken into account in the pass/fail criteria.

All children in the test panel shall be healthy with no evident mental or physical handicap or problems with eye sight. They shall not have taken part in any previous test on child impeding closures or child resistant closures.

An information and consent letter shall be shared with parents, and their consent to participate to the study shall be documented. A parent shall sign the informed consent statement prior to any test exposure.

### Test setup

Only one package is to be tested per child.

The testing shall be carried out under the supervision of (an) impartial and appropriately qualified person(s). Specifically, the supervisor(s) shall be skilled and experienced in working with infants and toddlers.

The test shall be conducted in the close presence of a parent or other familiar caregiver of the child (guardian, family member, teacher,...). With the age group tested in this protocol, this is needed to create a comfortable situation for the children. Bias of the results, due to children's behaviour in accordance with implicit or explicit parental expectations, is not yet of relevance in this age group.

The test shall be conducted in surroundings that are familiar to the children in the test panel (e.g. their day care, nursery, preschool, etc...). The personnel assisting to or observing the test shall be friendly to the children and shall make them feel at ease.

The children shall be tested individually, at a table or desk, or they may sit on the floor if they wish. The children may adopt any attitude or position they find convenient.

During the test, the children shall be protected from extraneous distractions (such as loud noises, toys close to the test area, etc.), as well as from distraction by other children who may be participating to a similar test.

### Test Procedure

First the supervisor explains the following to the parents (or other caregiver):

- The supervisor takes the parent (or caregiver) through the test procedure and clarifies what are the expectations in terms of instructions and encouragement to the child.
- It is not compulsory for the child to open the container, only to try. If the child does not manage to open it, the test is equally valid. If the child disengages, only gentle verbal encouragement is to be used to ask them to re-engage.
- They must not help the child to open the container. The adult shall not hold the pack so the child can more easily manipulate it. The adult shall not show or explain how to open the pack.
- The children shall not be encouraged by telling them that there are things they like inside the container – such as sweets or toys, etc.

The test consists of two phases, each taking 5 minutes, during which the child can try to open the pack. After the first 5 minutes, the supervisor opens and re-closes the pack while the child is watching.

1. The child is put in a comfortable place (sitting at a table or sitting on the floor).



2. The container is given to the child, and the parent (or caregiver) asks the child to open the pack. The timer is started for 5 minutes.
3. The supervisor and/or the parent (or caregiver) repeatedly (approximately every 30 seconds) encourages the child verbally to keep trying. The following wording (or equivalent) can be used: "You open it", "Come on, open it", "See what's inside", "Now you try, open it", "Try really hard to open it", "How does it open?"
4. If the child disengages and stops trying to open the container, the timer shall continue to run until the 5 minutes have passed. The child shall be verbally encouraged to re-engage by the parent (or caregiver) or supervisor. They shall not be physically led back to the pack. The verbal encouragement shall be repeated with intervals of 1 minute. The wording of the verbal encouragement shall be gentle to avoid anger or frustration with the child. Wording such as "The pack is still there, can you give it another try?" or equivalent shall be used.
5. The container is considered to be open when its contents can be clearly seen and/or can be accessed by the hand of the child. If the child opens the container, or gains access to the contents (e.g. by entering the hand from the side of the pack without fully opening it), the elapsed time is recorded, as well as a description how the child opened the pack, and the test ends.
6. If, on the contrary, after the first 5 minutes the child has not been able to open the container, the supervisor takes a second (identical) pack, and opens and recloses it in full view of the child. This is done in a casual way, without emphasis on the different action steps required to open the pack. No verbal instructions are given how to open the pack. After the demonstration, the supervisor puts the second pack away.
7. The supervisor repeats the instruction to the child: "Now you try it, open it". The timer is started again for 5 minutes. The verbal encouragement is repeated until the pack is opened or until the 5 minutes have passed. The same procedure as described in steps 3, 4 and 5 is followed. Specifically, if the child disengages and stops trying to open the container, the timer shall continue to run, while the verbal encouragement is continued, until the 5 minutes have passed.
8. After having participated in the test, the children shall be instructed that they should never try to open or gain access to the content of detergent packs or other household chemical products. The parent (or caregiver) shall be reminded to always store detergent products out of reach of children, because detergents can be hazardous for them.

#### **Additional notes:**

- The results are considered valid as long as the child at some point engages to try and open the pack, even if this is only for a few seconds. However, children who entirely refuse to engage, are to be excluded from the results.
- Children should not be prevented from using their teeth, throwing the container on the floor or using any other means to open the container.
- No tools or implements should be accessible which might be used by the child, except where such tools or devices are specifically supplied as part of the design of the child-impeding package; where this is so, the children shall have unobtrusive access to that tool, but it shall not be drawn to their attention (unless it was used in the demonstration).

#### **Results**

The following information shall be included in the report:

1. the name of the agency carrying out the test;
2. the name(s) of the person(s) supervising the test;
3. the date(s) and time of the day on which the test was carried out;
4. the location(s) of the test;
5. the name and address of the manufacturer and/or filler/packer of the package tested;
6. a photograph, a complete description and the specifications of the package tested;

7. a close-up photograph and a description of the closure system of the package tested, and a description how the opening mechanism works;
8. a photograph and a description of the substitute product used in the test;
9. the number of children participating to the test;
10. individual results for all participating children:
  - a. no personally identifiable information shall be included
  - b. the age (in months) and gender of the child
  - c. whether they were able to open the pack
  - d. if yes, whether this was before or after the demonstration
  - e. if yes, how much time (in seconds) was required by the child to open the packaging
  - f. if yes, a brief description of how the child opened the pack
  - g. if no, a brief description of the child's behaviour/actions and level of involvement
11. percentage of children who opened the pack during the first 5 minutes, and overall percentage of children who opened the pack during the full study period.

#### Interpretation

The pass/fail criteria of the test protocol are reapplied from the ISO 8317 test for child resistant packaging. Out of a sample of 200 children, a minimum of 85% (170 children) shall be unable to open the pack before the demonstration, and a minimum of 80% (160 children) shall be unable to open the pack overall.

If the sample size is smaller, the sequential method shall be applied, as outlined in the ISO 8317 protocol. This approach requires a minimum base size of  $n=30$  to have conclusive evidence that the test is successfully passed. With this panel size, it is allowed that maximum 1 child out of 30 can open the pack. If out of this minimum panel size, 10 or more children can open the pack, it conclusively fails the test. Between 2 and 9 packs opened out of 30, the results are inconclusive and further testing (with a larger panel size) is required.

The information about the time it took to open packs, and the mechanisms how the packs were opened, is for information only, and is not taken into account for the pass/fail decision.

#### Exemption for packaging meeting the criteria of EN ISO 8317

Packaging that meets the criteria of the EN ISO 8317 test for child resistant packaging, is deemed to also meet the criteria of the DETERGENTS EUROPE Test Protocol on Superior Child-Impeding Closures for Reclosable Hazardous Liquid Laundry Detergent Capsules Packaging, without the need to conduct additional testing.



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## Annex 5: Letter of commitment

*Letter of participation/commitment for new signatory companies to the Detergents Europe Stewardship Programme for Liquid Detergent Capsules*

A

COMMITMENT

by

\_\_\_\_\_  
("the Company") with a principal place of business at  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
("Address Headquarters") to the Detergents Europe Liquid Detergent Capsules Stewardship Programme ("the Project") AISBL with its registered office at 165, Boulevard du Souverain, 1160 Brussels, Belgium ("Detergents Europe"), dated [complete with date] ("the Effective Date").

Whereas:

Detergents Europe with the support of the industry, launched in December 2012 a voluntary industry initiative, the Detergents Europe Product Stewardship Programme for Liquid Laundry Detergent Capsules ("the 2012-PSP");

The aim of the PSP was to secure safe use and storage of liquid laundry detergent capsules by consumers with the ultimate objective to reduce significantly the incidence of accidental exposure, in particular of small children, to these products;

The product safety requirements of the PSP have been embedded in an amendment to the CLP Regulation (EC) No 1272/2008; the provisions of the amendments ((EU) No 1297/2014) entered into force on 1 June 2015 while the consumer communication for liquid laundry detergent capsules ("LLDC") was left to the industry;

In the light of expectations of the European Commission and the Member States with regard to product safety, Detergents Europe and the industry developed a new voluntary product stewardship programme in 2015 which covers all categories of liquid detergents capsules ("LDC"). This Detergents Europe Product Stewardship Programme for Liquid Detergent Capsules ("the Project") replaced the 2012-PSP whose scope was limited to LLDC. It introduced communication requirements for LLDC and set product and communication requirements for LDC;

The Project was further extended in 2017 and 2019 with a view to reinforcing it and in June 2020 a consolidated version of the Project was issued. Detergents Europe produced an updated consolidated Project description in 2021 ("the 2021 PSP") which aims to provide further transparency and clarity to existing and potential signatories and replaces all existing previous versions of the Project. The Project has remained voluntary in nature since 2012;

It is a fundamental part of the Detergents Europe policy, and as such this Project, to act always in compliance with all applicable laws, in particular with competition law, in pursuing its goals. In pursuing the Project, Detergents Europe and the Company shall endeavour to always act in strict compliance with competition law and shall specifically observe the current Detergents Europe Competition Law Compliance Guidelines (dated May 2020);

The Company has applied to Detergents Europe to be recognised as being a participant of the Project and has as a result agreed to make the commitment set out in Sections 4, 5 and 6 of the Project Description in this document

Detergents Europe is satisfied that the Company manufactures and/or places on the market in Europe (EU, the United Kingdom, Iceland, Norway, Liechtenstein and Switzerland) liquid detergent capsules ("the Products") and as such meets the Eligibility Requirements of the Project set out in Sections 1, 2 and 3 of the Project Description in this document .

\*            \*

\*

The Company HEREBY COMMITS ("Commitment") to the Project in respect of its liquid detergent capsules ("Operations") placed onto the European market (EU, the United Kingdom, Iceland, Norway, Liechtenstein and Switzerland) ("Territory").

The Project initially opened on 1 March 2015 allowing companies to commit to the Project. With this Commitment letter, the Company signs up - as of the Effective Date - to the current consolidated version of the Project, the 2021 PSP, laid down in the Project Description.

## 1. Definitions

- 1.1 By "liquid detergent capsules" it shall be understood any liquid-containing detergent capsule in a water soluble wrapper. Are included (1) all-liquid detergent capsules in a soluble wrapper, and (2) detergent capsules in a soluble wrapper with both liquid detergent in any quantity contained in a compartment, and non-liquid detergent. Liquid detergent capsules packed individually in blisters are excluded from the scope of the Project.
- 1.1 By "liquid" it shall be understood a detergent product meeting the criteria set in the definition provided in the ECHA glossary of the CLP Regulation (EC) No 1272/2008 and quoted in footnote 4 on p. 5 of the Project Description.
- 1.2 All other defined terms are set out in the Project Description.
- 1.3 The Annexes to this letter, including the Project Description, form an integral part of this Commitment undersigned by the Company.

## 2. Company commitment

- 2.1 The Company shall for the duration of its Commitment to the Project:
  - (i) Strive to meet the objectives of the Project and refrain from any conduct that may be detrimental to the aims of the Project or that may bring the Project, fellow Project participants, Detergents Europe or its members into disrepute;
  - (ii) Implement all elements set out in the Company's Commitment as described in Sections 4, 5 and 6 of the Project Description in respect of the products listed in Annex 5Aa;
  - (iii) Comply with the timelines and reporting obligations set out in this Commitment;
  - (iv) Endeavour to always act in strict compliance with competition law, all relevant legislation and internationally recognised guidelines and standards with regard to health and safety, and more particularly Article 9 of Directive 1999/45/EC on the classification, packaging and labelling of dangerous preparations; Article 35(2) Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures; Article 15(1) of Regulation (EC) No 648/2004 on Detergents; and Directive 2001/95/EC on General Product Safety.

## 3. Timelines for compliance with commitment

- 3.1 The Company commits to implement the Project without delay and in compliance with the timelines set out in Sections 7, 8 and 9 of the Project Description. For the sake of clarity, it is the Company's sole and individual responsibility to ensure timely compliance with all applicable EU rules governing its Products' packaging, including Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures.

#### 4. Reporting obligation

- 4.1 The Company shall report to Detergents Europe on the consumer communication activities carried out in the framework of the Project, as stipulated in Section 6.8 of the Project Description. In addition, the Company shall report this information promptly to Detergents Europe when placing Products on the market in a country of the Territory where it was not placing Products on the market at the Effective Date.

#### 5. Duration and termination

- 5.1 This Commitment shall take effect on the Effective Date and remain in full force and effect until terminated either by:
- a. the Company at any time serving not less than 6 (six) months prior written notice upon Detergents Europe of its decision to withdraw from the Project; or
  - b. Detergents Europe serving not less than 3 (three) months prior written notice upon the Company following the Company's failure to meet material requirements under the Project and/or this Commitment, provided, however, that Detergents Europe must provide the Company with written notice to the Address Headquarters specifying the Company's material failure or material breach. If the Company fails to adequately remedy such failure and/or breach within 60 (sixty) business days from receipt of the written notice, the termination by Detergents Europe for the respective failure or breach shall take immediate effect.
- 5.1 This Commitment and the rights, duties and responsibilities of the Company and Detergents Europe under the Project shall continue in full force and effect during any notice period.

#### 6. Limitation of liability

- 6.1 Detergents Europe reserves the right to review the Project on a need basis to ensure a satisfactory level of efficiency, credibility and usefulness of the Project.
- 6.1 Detergents Europe shall not be held liable for any direct, indirect or consequential loss or damage incurred by the Company or any third party in connection with the Company's activities under this Commitment, including the Company's use or result of the use of Detergents Europe materials, such as statements and logos.

#### 7. Dispute resolution and governing law

- 7.1 In the event that the Company is dissatisfied with any decision of Detergents Europe in relation to the Project, which may prejudice its interests, it may refer the matter to the Detergents Europe Board which will render a decision, after considering the Company's written representations.
- 7.2 If the Company wishes to challenge the decision rendered by the Board or an DETERGENTS EUROPE decision to exclude the Company from further participating to the Project, the matter shall be submitted solely and exclusively to binding arbitration in accordance with the rules and procedure of the Belgian Center for Mediation and Arbitration (CEPANI).
- 7.3 The decision of the arbitrators shall be final and binding upon the parties and judgement upon award may be entered into and enforced by any court having jurisdiction thereof. It is further agreed between the parties that any hearing shall be held in Brussels, Belgium.
- 7.4 In construing and interpreting this Commitment letter, the arbitrators shall be bound by and shall apply the laws of Belgium. It is also further agreed that the arbitral tribunal shall be composed of 3 (three) arbitrators, and that the proceedings shall be conducted in the English language.



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.....  
behalf of the Company (Date)

..... (Signature) Authorised to sign on

... (Name)

... (Position)

Contact person for the Project (please indicate name, function, contact details):

.....

.....

.....

.....

## Annex 5A: company's products in the territory

| #  | Country         | Has the following brands <sup>91</sup> : | Product category (e.g. floor cleaner, ADW, etc) |
|----|-----------------|------------------------------------------|-------------------------------------------------|
| 1  | Austria         |                                          |                                                 |
| 2  | Belgium         |                                          |                                                 |
| 3  | Bulgaria        |                                          |                                                 |
| 4  | Croatia         |                                          |                                                 |
| 5  | Cyprus          |                                          |                                                 |
| 6  | Czech Republic  |                                          |                                                 |
| 7  | Denmark         |                                          |                                                 |
| 8  | Estonia         |                                          |                                                 |
| 9  | Finland         |                                          |                                                 |
| 10 | France          |                                          |                                                 |
| 11 | Germany         |                                          |                                                 |
| 12 | Greece          |                                          |                                                 |
| 13 | Hungary         |                                          |                                                 |
| 14 | Iceland         |                                          |                                                 |
| 15 | Ireland         |                                          |                                                 |
| 16 | Italy           |                                          |                                                 |
| 17 | Latvia          |                                          |                                                 |
| 18 | Liechtenstein   |                                          |                                                 |
| 19 | Lithuania       |                                          |                                                 |
| 20 | Luxemburg       |                                          |                                                 |
| 21 | Malta           |                                          |                                                 |
| 22 | Norway          |                                          |                                                 |
| 23 | Poland          |                                          |                                                 |
| 24 | Portugal        |                                          |                                                 |
| 25 | Romania         |                                          |                                                 |
| 26 | Slovak Republic |                                          |                                                 |
| 27 | Slovenia        |                                          |                                                 |
| 28 | Spain           |                                          |                                                 |
| 29 | Sweden          |                                          |                                                 |
| 30 | Switzerland     |                                          |                                                 |
| 31 | The Netherlands |                                          |                                                 |
| 32 | United Kingdom  |                                          |                                                 |

The Company will update the list promptly as relevant when changes occur and update Detergents Europe accordingly

<sup>9</sup> For practical reasons the Company may indicate only the brand names. However it is understood that the Commitment also applies to the variant products commercialised under the brand name.





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## Annex 6: Letter of commitment

*For former signatory companies to the Detergents Europe Stewardship Programme for Liquid Detergent Capsules ("2021 PSP")*

A COMMITMENT by \_\_\_\_\_

("the Company") with a principal place of business at \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

("Address Headquarters") to the Detergents Europe Liquid Detergent Capsules Stewardship Programme ("the Project") AISBL with its registered office at 165, Boulevard du Souverain, 1160 Brussels, Belgium ("Detergents Europe"), dated [complete with date] ("the Effective Date").

Whereas

Detergents Europe with the support of the industry, launched in December 2012 a voluntary industry initiative, the Detergents Europe Product Stewardship Programme for Liquid Laundry Detergent Capsules ("the 2012-PSP");

The aim of the PSP was to secure safe use and storage of liquid laundry detergent capsules by consumers with the ultimate objective to reduce significantly the incidence of accidental exposure, in particular of small children, to these products;

The product safety requirements of the PSP have been embedded in an amendment to the CLP Regulation (EC) No 1272/2008; the provisions of the amendments ((EU) No 1297/2014) entered into force on 1 June 2015 while the consumer communication for liquid laundry detergent capsules ("LLDC") was left to the industry;

In the light of expectations of the European Commission and the Member States with regard to product safety, Detergents Europe and the industry developed a new voluntary product stewardship programme in 2015 which covers all categories of liquid detergents capsules ("LDC"). This DETERGENTS EUROPE Product Stewardship Programme for Liquid Detergent Capsules ("the Project") replaced the 2012-PSP whose scope was limited to LLDC. It introduced communication requirements for LLDC and set product and communication requirements for LDC;

The Project was further extended in 2017 and 2019 with a view to reinforcing it and in June 2020 a consolidated version of the Project was issued. Detergents Europe produced an updated consolidated Project description in 2021 ("the 2021 PSP") which aims to provide further transparency and clarity to existing and potential signatories and replaces all existing previous versions of the Project. In particular, the limited changes introduced by the 2021 PSP mainly concern the mandatory safety message (e.g. further precisions concerning social media channels) and the design of the safe use patches. The Project has remained voluntary in nature since 2012;

It is a fundamental part of the Detergents Europe policy, and as such this Project, to act always in compliance with all applicable laws, in particular with competition law, in pursuing its goals. In pursuing the Project,

Detergents Europe and the Company shall endeavour to always act in strict compliance with competition law and shall specifically observe the current Detergents Europe Competition Law Compliance Guidelines (dated May 2020);

The Company is already a participant of the Project, as it applied and signed the commitment letter in Year For the sake of clarity and to ensure that all signatories are fully aware of their commitments

under the updated Project, the Company agrees to sign the present commitment letter in respect of the 2021 PSP which cancels and supersedes any and all previous commitment letters signed by the Company in relation to the Project. This commitment letter does not fundamentally change the principles of the Project to which the Company committed previously.

Therefore, the Company is recognised as being a participant of the Project and has as a result agreed to make the commitment set out in Sections 4, 5 and 6 of the Project Description

Detergents Europe is satisfied that the Company manufactures and/or places on the market in Europe (EU, the United Kingdom, Iceland, Norway, Liechtenstein and Switzerland) liquid detergent capsules ("the Products") and as such meets the Eligibility Requirements of the Project set out in Sections 1, 2 and 3 of the Project Description

\* \*  
\*

The Company HEREBY COMMITS ("Commitment") to the Project in respect of its liquid detergent capsules ("Operations") placed onto the European market (EU, the United Kingdom, Iceland, Norway, Liechtenstein and Switzerland) ("Territory").

The Project initially opened on 1 March 2015 allowing companies to commit to the Project. With this Commitment letter, the Company signs up - as of the Effective Date - to the current consolidated version of the Project, the 2021 PSP, laid down in the Project Description.

#### 1. Definitions

- 1.1 By "liquid detergent capsules" it shall be understood any liquid-containing detergent capsule in a water soluble wrapper. Are included (1) all-liquid detergent capsules in a soluble wrapper, and (2) detergent capsules in a soluble wrapper with both liquid detergent in any quantity contained in a compartment, and non-liquid detergent. Liquid detergent capsules packed individually in blisters are excluded from the scope of the Project.
- 1.2 By "liquid" it shall understood a detergent product meeting the criteria set in the definition provided in the ECHA glossary of the CLP Regulation (EC) No 1272/2008 and quoted in footnote 4 on p. 4 of the Project Description.
- 1.3 All other defined terms are set out in the Project Description.
- 1.4 The Annexes to this letter, including the Project Description, form an integral part of this Commitment undersigned by the Company.

#### 2. Company commitment

##### 2.1 The Company shall for the duration of its Commitment to the Project:

- (v) Strive to meet the objectives of the Project (see Project Description) and refrain from any conduct that may be detrimental to the aims of the Project or that may bring the Project, fellow Project participants, Detergents Europe or its members into disrepute;
- (vi) Implement all elements set out in the Company's Commitment as described in Sections 4, 5 and 6 of the Project Description in respect of the Products listed in Annex 6A;
- (vii) Comply with the timelines and reporting obligations set out in this Commitment;  
Endeavour to always act in strict compliance with competition law, all relevant legislation and internationally recognised guidelines and standards with regard to health and safety, and more particularly Article 9 of Directive 1999/45/EC on the classification, packaging and labelling of dangerous preparations; Article 35(2) Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures; Article 15(1) of Regulation (EC) No 648/2004 on Detergents; and Directive 2001/95/EC on General Product Safety.

#### 3. Timelines for compliance with commitment

- 3.1 The Company commits to implement the Project without delay and in compliance with the timelines set out in Sections 7, 8 and 9 of the Project Description. The company is expected to continue to comply

with its current commitments until it starts applying the 2021 PSP. For the sake of clarity, it is the Company's sole and individual responsibility to ensure timely compliance with all applicable EU rules governing its Products' packaging, including Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures.

#### 4. Reporting obligation

4.1 The Company shall report to Detergents Europe on the consumer communication activities carried out in the framework of the Project, as stipulated in Section 6.8 of the Project Description. In addition, the Company shall report this information promptly to Detergents Europe when placing Products on the market in a country of the Territory where it was not placing Products on the market at the Effective Date.

#### 5. Duration and termination

5.1 This Commitment shall take effect on the Effective Date and remain in full force and effect until terminated either by:

- a. the Company at any time serving not less than 6 (six) months prior written notice upon Detergents Europe of its decision to withdraw from the Project; or
- b. Detergents Europe serving not less than 3 (three) months prior written notice upon the Company following the Company's failure to meet material requirements under the Project and/or this Commitment, provided, however, that Detergents Europe must provide the Company with written notice to the Address Headquarters specifying the Company's material failure or material breach. If the Company fails to adequately remedy such failure and/or breach within 60 (sixty) business days from receipt of the written notice, the termination by Detergents Europe for the respective failure or breach shall take immediate effect.

5.2 This Commitment and the rights, duties and responsibilities of the Company and Detergents Europe under the Project shall continue in full force and effect during any notice period.

#### 6. Limitation of liability

6.1 Detergents Europe reserves the right to review the Project on a need basis to ensure a satisfactory level of efficiency, credibility and usefulness of the Project.

6.2 Detergents Europe shall not be held liable for any direct, indirect or consequential loss or damage incurred by the Company or any third party in connection with the Company's activities under this Commitment, including the Company's use or result of the use of Detergents Europe materials, such as statements and logos.

#### 7. Dispute resolution and governing law

7.1 In the event that the Company is dissatisfied with any decision of Detergents Europe in relation to the Project, which may prejudice its interests, it may refer the matter to the Detergents Europe Board which will render a decision, after considering the Company's written representations.

7.2 If the Company wishes to challenge the decision rendered by the Board or an Detergents Europe decision to exclude the Company from further participating to the Project, the matter shall be submitted solely and exclusively to binding arbitration in accordance with the rules and procedure of the Belgian Center for Mediation and Arbitration (CEPANI).

7.3 The decision of the arbitrators shall be final and binding upon the parties and judgement upon award may be entered into and enforced by any court having jurisdiction thereof. It is further agreed between the parties that any hearing shall be held in Brussels, Belgium.

7.4 In construing and interpreting this Commitment letter, the arbitrators shall be bound by and shall apply the laws of Belgium. It is also further agreed that the arbitral tribunal shall be composed of 3 (three) arbitrators, and that the proceedings shall be conducted in the English language.



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.....  
behalf of the Company (Date)

..... (Signature) Authorised to sign on

... (Name)

... (Position)

Contact person for the Project (please indicate name, function, contact details):

.....

.....

.....

## Annex 6: company's products in the territory

| #  | Country         | Has the following brands <sup>10</sup> : | Product category (e.g. floor cleaner, ADW, etc) |
|----|-----------------|------------------------------------------|-------------------------------------------------|
| 1  | Austria         |                                          |                                                 |
| 2  | Belgium         |                                          |                                                 |
| 3  | Bulgaria        |                                          |                                                 |
| 4  | Croatia         |                                          |                                                 |
| 5  | Cyprus          |                                          |                                                 |
| 6  | Czech Republic  |                                          |                                                 |
| 7  | Denmark         |                                          |                                                 |
| 8  | Estonia         |                                          |                                                 |
| 9  | Finland         |                                          |                                                 |
| 10 | France          |                                          |                                                 |
| 11 | Germany         |                                          |                                                 |
| 12 | Greece          |                                          |                                                 |
| 13 | Hungary         |                                          |                                                 |
| 14 | Iceland         |                                          |                                                 |
| 15 | Ireland         |                                          |                                                 |
| 16 | Italy           |                                          |                                                 |
| 17 | Latvia          |                                          |                                                 |
| 18 | Liechtenstein   |                                          |                                                 |
| 19 | Lithuania       |                                          |                                                 |
| 20 | Luxemburg       |                                          |                                                 |
| 21 | Malta           |                                          |                                                 |
| 22 | Norway          |                                          |                                                 |
| 23 | Poland          |                                          |                                                 |
| 24 | Portugal        |                                          |                                                 |
| 25 | Romania         |                                          |                                                 |
| 26 | Slovak Republic |                                          |                                                 |
| 27 | Slovenia        |                                          |                                                 |
| 28 | Spain           |                                          |                                                 |
| 29 | Sweden          |                                          |                                                 |
| 30 | Switzerland     |                                          |                                                 |
| 31 | The Netherlands |                                          |                                                 |
| 32 | United Kingdom  |                                          |                                                 |

The Company will update the list promptly as relevant when changes occur and update Detergents Europe accordingly..

<sup>10</sup>For practical reasons the Company may indicate only the brand names. However it is understood that the Commitment also applies to the variant products commercialised under the brand name.