

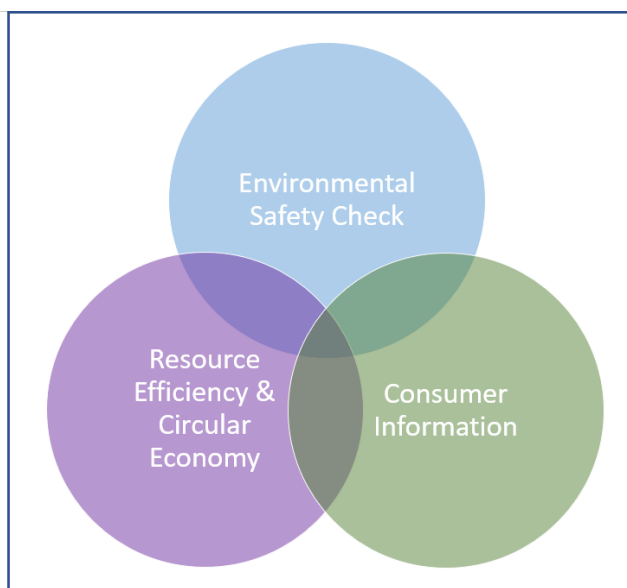
A.I.S.E. CHARTER FOR SUSTAINABLE CLEANING 2020+

ADVANCED SUSTAINABILITY PROFILE FOR HOUSEHOLD DILUTABLE ALL PURPOSE AND FLOOR CLEANERS (1st REVIEW) Version 1.0 (1 July 2019)

Introduction

This document sets out the revised Advanced Sustainability Profiles (ASP) requirements for household dilutable all purpose and floor cleaners in the context of the A.I.S.E. Charter for Sustainable Cleaning, covering also cash & carry products.

Based on Life Cycle Analysis and as detailed in the substantiation dossier, the ASP for this product category cover 3 parameters:



Companies wanting to apply the ASP Charter requirements to their products must comply with the following key areas:

- ensure that the product has been manufactured at a site covered by the CSP verification;
- check the product's ingredients against the Environmental Safety Check (ESC) and verify that all the ingredients in the product formulation give environmental concentrations at or below the predicted 'no effect' level for aquatic toxicity;
- check the product's profile against the category key parameters and verify that it equals or exceeds the stated ASP;
- ensure the product label provides relevant end-user sustainability information as prescribed (as detailed in Annex).

Timing

- From 15 April till 31 May 2019: Industry consultation on revised ASP for all Charter ASP product categories
- 30 June 2019: Finalisation of revised ASP package
- 1 July 2019: Availability of revised ASP to the industry
- 1 July 2019 till 31 December 2019: Preparation period for implementation of revised ASP
- As from 1 January 2020: Activation – products complying with revised Charter ASP requirements can start to appear on shelves with new ASP logo
- A closing down period (1 January 2020 – 30 June 2021) will ensure transition between “old” (issued in October 2013) and “revised” ASP. Within this period companies shall stop producing “old ASP products”.

The following requirements in each of these domains must be fulfilled by the product (on a SKU basis) in order to reach Advanced Sustainability Profiles (ASP) status.

NB: Those Charter ASP criteria for dilutable all purpose and floor cleaners cannot be applied to biocidal products, following EU and national legislation. Experience in some countries with an existing authorisation scheme has shown that national authorities have a conservative approach of legislation and exclude environmental voluntary logos (or similar) to be applied on biocidal products.

Product formulation	Pass successfully the Environmental Safety Check (ESC) on all ingredients AND Dosage ml/job (preparation of 1l of wash water): ≤ 12 ml AND No use of microbeads
Packaging weight per job	Total (primary + secondary but excluding tertiary) packaging g/job: ≤ 1.3g
Board packaging – recycled content	Minimum requirement: ≥ 70% OR Where 100% of the board used is certified made from fibre sourced from sustainable forests under an endorsed certification standard such as FSC, SFI or PEFC: no minimum.
Materials other than board – recycled content	Recycled plastic content may be excluded from the calculation of total packaging weight per job.
Recyclability, reusability, compostability	All plastic packaging material 100% recyclable or reusable or compostable.
End User Information	Safe Use Tips AND Dosage info on pack, either quantitative (in ml/job) or qualitative statement that minimises the risk for the consumer to overdose the product AND All purpose and floor cleaners Cleanright Panel on-pack (see annex)
Performance	<i>Evidence has to be provided (in case of external verification organised by A.I.S.E.) that the product has been performance tested and reached a level acceptable to consumers consistent with claims made.</i>

Clarifications/Definitions:

Total dosage/job: For normal soil.

Functional unit: amount of cleaner needed to prepare 1 l of wash water;

Microbead: a microplastic used in a mixture as an abrasive i.e. to exfoliate, polish or clean ('ECHA, annex XV restriction report on intentionally added microplastics', draft 1.1, 20 March 2019').

Primary/secondary/tertiary packaging: following definitions from the European Parliament and Council Directive 94/62/EC of 20 December 1994 on packaging and packaging waste:

- primary packaging, i. e. packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase;
- secondary packaging, i. e. packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units whether the latter is sold as such to the final user or consumer or whether it serves only as a means to replenish the shelves at the point of sale; it can be removed from the product without affecting its characteristics; SRB (shelf ready box) and AB (American box) are to be considered as secondary packaging.
- tertiary packaging, i. e. packaging conceived so as to facilitate handling and transport of a number of sales units or grouped packaging in order to prevent physical handling and transport damage.

Note: Packaging which functions both as secondary (case) and tertiary (transportation unit) packaging, intended to function as an in-store free-standing floor display unit, is regarded as tertiary packaging for the purpose of this definition.

Packaging recycled content:

in countries where recycled board is not available and a use of it would be a disadvantage for sustainable reasons, the use of recycled board is not required.

Recycled content:

- material from post-consumer waste, collected via official collection schemes;
- material from outside existing collection streams, such as maritime litter, beach litter, etc.;
- 'post-industrial recycled' material, i.e. material from post-industrial sources; this does NOT include material from own processes which has been reused/recycled, such as regrind.

FSC: Forest Stewardship Council

SFI: Sustainable Forestry Initiative

PEFC: Programme for the Endorsement of Forest Certification

ANNEX: END USER INFORMATION

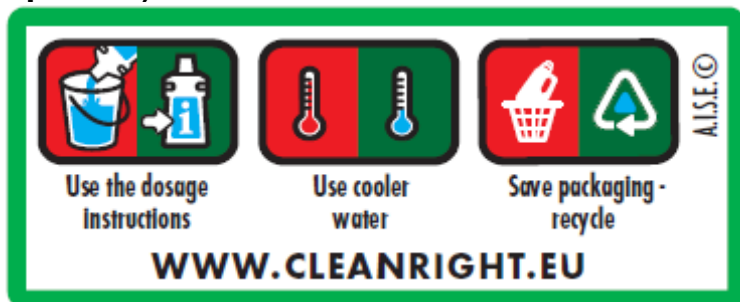
The following options are possible in order to fulfil the ASP criteria on End User Information for household dilutable all purpose and floor cleaners. Professional graphic files and guidelines are available in the artwork library on www.aise.eu.

1. All Purpose and Floor Cleaners Cleanright Panel with sentences

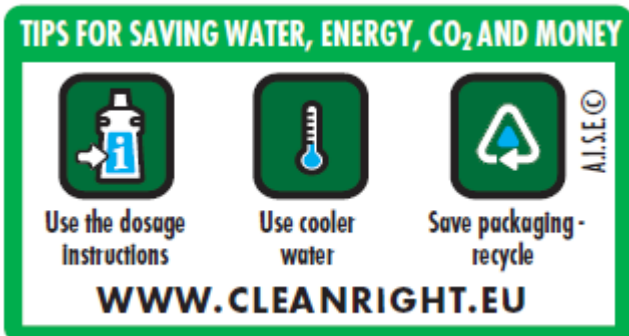
Option a)



Option b)



Option c)



Option d)



2. 'Silent' Panel

Option a)



Option b)



3. Sentence with tips and reference to Cleanright website (in situations, where space on pack is limited)

Option a)



Option b)



Option c)

