



Association Internationale de la Savonnerie, de la Détergence et des Produits d'Entretien
International Association for Soaps, Detergents and Maintenance Products

**More than 80% of production output is covered by Charter for Sustainable Cleaning:
100th member signs up to Charter!**



Brussels, 25th January 2010 - A.I.S.E. welcomed its 100th member to the Charter for Sustainable Cleaning. Musgrave Retail Partners Ireland, joined the scheme this month. With 100 companies now on board, more than 80% of the total production of soaps, detergents and maintenance products in Europe are covered by the Charter scheme.

The Charter for Sustainable Cleaning, launched in 2005, is a voluntary industry initiative that provides companies with the opportunity to implement sustainability procedures across the life-cycle and to report progress on a set key performance indicators (KPI) that measure economic, social and environmental aspects. The Charter covers a wide variety of activities and initiatives ranging from human and environmental safety of chemicals and products to eco-efficiency, occupational health and safety, resource use and consumer information. The objective of the Charter is to drive both industry and consumers towards more sustainable production and consumption patterns. With 59 manufacturers and 41 retailers on board¹, there are currently 832 companies operating² in the countries covered by the Charter. 612 of these are manufacturers of household and professional cleaning products.

Building on this success, the industry announced in December 2009 its vision for a Charter version 2010. The forthcoming Charter scheme will complement current company sustainability procedures by addressing stakeholders' demands and adding a product dimension intended for products meeting a range of advanced sustainability parameters. The new version of the Charter will be rolled out from mid-2010.

Commenting on the success of the Charter, Hans Bender, A.I.S.E. President said *'The Charter for Sustainable Cleaning builds sustainability into everything our industry does and the successful membership results demonstrate that there is a determined as well as ongoing commitment from our industry on the sustainability agenda'*.

For further information, please visit www.sustainable-cleaning.com or contact:

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A.I.S.E. :

The International Association for Soaps, Detergents and Maintenance Products, is the official representative body in Europe for this industry. Membership includes 10 direct member companies as well as 37 National Associations from 42 countries, covering approximately 900 companies ranging from multinationals to SMEs.

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¹ A list of all current Charter members can be found in the annex to this press release

² 'Operating' relates to a Charter member who owns a manufacturing facility or sales force or has a significant distribution network in EU27 plus Norway, Switzerland, Iceland and Lichtenstein

Working together for a cleaner Europe

Annex

100 Manufacturers and Distributors in the Charter so far

2005

- Henkel
- Mc Bride
- Unilever
- Johnson Diversey
- ReckittBenckiser
- Procter & Gamble
- Werner & Mertz
- Sucitesa
- Nice Pak
- Argos
- Carrefour

2006

- Colgate Palmolive
- Madel
- AC Marca
- SC Johnson
- KH Lloreda
- Feucht Hygiene Werk
- Brauns Heitmann
- danlind
- Bolton Manitoba
- SPB
- Persan
- Rewe
- Esselunga
- Coldis
- dm-drogerie markt

- Scamark
- Bennet
- 2007**
- Sara Lee
- Van Dam Bodegraven

- Action Pin
- Helichem
- I.C.E. FOR
- Deco
- Ecolab
- Dalli-Werke
- Sutter
- Thurn Produkte
- domal wittol
- Dr. Schnell Chemie
- delta pronatura
- Luhns
- Jeyes
- AVT
- Tesco
- Somerfield
- Marks & Spencer
- Morrisons
- Nisa
- Modelo Continente Hipermercados
- Caprabo
- Sainsbury's

- Lidl
- Aldi Süd
- Aldi Nord
- Universeel
- Powder and Liquid Products Limited
- Rossmann
- Alpheios
- Schlecker

2008

- Mifa
- Südsalz
- Relevi
- KiiltoClean Oy
- Dreco
- Grupo Forquisa
- Beromin Chemie
- Saci
- Francisco Aragon
- Mercadona
- Wola
- Superunie
- Plus Retail
- O'Lacy
- Burnus
- Jumbo Supermarkten
- Detailconsult Formule-Management

2009

- Afalin
- Walter Bösch
- Mantz airmotions
- Productos Codina
- Amway
- Dr. Weigert Nederland
- Gallon-Kosmetik
- Budich International
- Promer
- Senzora
- Vandeputte
- Alco
- Miquel Alimentacio Grup
- Dr. Schumacher
- Müller
- Systeme U
- Condis
- Kaiser's Tengelmann
- Swif
- Global Cosmed
- Gechem
- Donau Kanol

2010

- Musgrave Retail Partners