



KEMISK-TEKNISKA LEVERANTÖRFÖRBUNDET
THE SWEDISH COSMETIC, TOILETRY AND DETERGENT ASSOCIATION

2014-06-27



Common view of the AISE Charter for Sustainable Cleaning by the KTF Charter Advisory Board

The KTF Charter Advisory Board is composed of three independent representatives with no connection to the detergent industry in Sweden. The Board has thoroughly reviewed the AISE Charter for Sustainable Cleaning.

1. The Board acknowledges that the AISE Charter for Sustainable Cleaning:
 - is a voluntary initiative of the European Cleaning and Maintenance Products industry
 - is inclusive, being open to all manufacturers, retailers and importers of detergents and cleaning products on the EU market irrespective of whether they hold membership to AISE
 - encourages the whole industry to undertake continual improvement in terms of sustainability and aims to drive best sustainability practices within the industry across all lifecycle phases of products and services
 - applies lifecycle and risk assessment principles and methodologies for the evaluation and improvement of products and services
 - takes both company and product specific aspects into consideration
 - demonstrates sectoral sustainability improvements through the annual data and progress reports on key performance indicators
 - is a dynamic platform for further improvement of the sustainability performance of the industry, where development of a structured stakeholder dialogue, improved risk assessment procedures of persistent substances and strengthened focus on raw materials production conditions are three examples of areas for such improvement.
2. In regard to the AISE Advanced Sustainability Profile (ASP) Product Scheme, the Board acknowledges that the scheme effectively defines safety and sustainability standards, ensuring that ASP products are designed to achieve environmental safety, and to make the most efficient use of material and energy resources, whilst also providing guidance to consumers for safe and sustainable use.
3. In light of the above, the Board acknowledges that AISE Charter products that qualify for the ASP "Green Ribbon" can be considered as close to equivalent to ecolabelling schemes on the European as well as all the national markets with regards to the environmental safety and slightly better than those ecolabelling schemes concerning overall sustainability.

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