



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

## A.I.S.E. ADDRESS ON THE OCCASION OF KTSD'S 25<sup>TH</sup> ANNIVERSARY, JUNE 2014

### A.I.S.E. :

The vision of the cleaning and detergent industry is: *"We benefit society by contributing to the sustainable improvement of the quality of life through hygiene and cleanliness, in a constructive, competitive and innovative way."*

A.I.S.E., the **European Association for Soaps Detergents and Maintenance products**, based in Brussels, has been the official representative of this industry for more than 60 years (it was created in 1952). It interacts on a daily basis with EU Commission officials, EU parliament, NGOs, and Council also notably via its broad and representative network of national associations.

Its membership includes 29 National Associations in Europe and beyond, and 9 direct member companies. In total, **more than 900 companies** from the household and professional cleaning sector are represented through the A.I.S.E network, totaling a market value of about 35 billion euros (EU 28 + Norway/Switz).

Turkey is adding 2.3 billions turnover, 76 millions consumers and equally strong and innovative companies.

A.I.S.E. is pleased to have included **Turkey in its membership since 1990**, soon after its creation and I am very happy to attend the 25<sup>th</sup> anniversary of KTSD and to celebrate 24 years of cooperation.

### A.I.S.E.'s key pillars of activity:

A.I.S.E.'s activities are driven by its "Agenda for Sustainable Cleaning", which has, as two main pillars: the aim to drive, on behalf of the industry:

**Products safety and innovation** : One of the top priorities of A.I.S.E. and its network is to help ensure cleaning and maintenance products are safe to use and used safely. A.I.S.E. is actively involved in the EU legislative agenda on issues relating to the chemical ingredients used to make cleaning and maintenance products. This includes mainly: REACH, the Detergents Regulation, CLP the European Regulation for the Classification, Labelling and Packaging of Substances and Mixtures, the Biocides Regulation...

Most of those are currently being also mirrored by the Turkish government in your own regulatory framework.

**Sustainability and end-user engagement** : Sustainable cleaning absolutely key, delivering cleaning solutions that are more resource efficient, safe for people and for the environment, and economically viable. A.I.S.E has a long track record of leading the industry in proactive voluntary initiatives to improve the sustainability profile of

A.I.S.E. aisbl  
Av. Hermann Debroux 15A  
1160 Brussels  
Belgium

Tel +32 (0)2 679 62 60  
Fax +32 (0)2 679 62 79  
aise.main@aise.eu  
www.aise.eu

*Working together for a cleaner Europe*

the sector. These include: the Charter for Sustainable cleaning, the Product Resources Efficiency Projects (PREP), the work currently undertaken with the EU Commission on Product environmental foot printing, I'd like to also mention consumer engagement campaigns such as cleanright.eu or the multi- stakeholder campaign [www.iprefer30.eu](http://www.iprefer30.eu).

**Consumers are increasingly similar in their habits:** A.I.S.E. runs regular consumer habits research in 23 countries in Europe and beyond ; our latest data from 2011 (sources Insites for A.IS.E 2011) indeed show us that Turkish consumers wash their laundry over two weeks on average 5.2. times (versus 6.3) – This is essentially the same !

The average wash temperature is 42° (versus 41°), with only 30% of loads washed at 30° or below. Again the difference is insignificant.

When it comes to (machine) dishwashers, my personal favourite equipment, as I hate doing the washing by hand, the penetration in Turkey is actually much higher than in most EU countries, with 86% versus a EU average of 60%.

Like across EU countries, it seems people are getting closer together faster than their politicians...

### **AISE and KTSD**

As mentioned earlier , KTSD has long been a member of the AISE network, and the relationship has been mutually beneficial

AISE is helping KTSD with its regulatory and scientific expertise in order to discuss with the government a regulatory framework that advances the cause of the consumer and provides the Industry with a strong but proportionate operating framework, fostering innovation and competition for the end benefit of the consumer. Only a few weeks ago, AISE experts came to Turkey to share experience on biocide products . These provide a important disinfection and hygiene benefit for the homes and public places, such as hospitals, schools or restaurants. This is only the most recent example.

KTSD is embracing the Industry's vision towards sustainability and I'd like to particularly celebrate the success of the :

**Product Resource Efficiency Project Turkey** (PREP) project on laundry detergent powders, which has been run jointly with A.I.S.E and KTSD between Oct.2008 and Sept. 2010.

With the 7 companies who participated and committed to formulate their products in a more resource efficient way, more than 95% of the market was covered; this resulted in 530,000 tons of chemicals saved, 4000 tons of packaging saved, equivalent to 22,100 trucks stretching the distance from Istanbul to Karaköse via Ankara, and back!

This was accompanied by a consumer information campaign to raise consumers awareness on the need to adapt their dosages accordingly, as shown by the advert herewith.



But the awareness of the A.I.S.E. cleanright panel (aside), used on packs of laundry detergents to promote sustainable use of those is only 39% ...



**I therefore want to invite KTSD to keep up with the great work and we will be happy to share more of our work on consumer engagement towards sustainable cleaning**

### **Conclusion:**

I am looking forward to the next 25 years of cooperation, serving consumers that have the same needs and desires. We are providing a important service to our consumers, we also need to take this Industry on the sustainability journey

**Charles François Gaudetroy**, A.I.S.E. President said at the KTSD 25<sup>th</sup> anniversary press conference : *“The sustainability agenda is key for our sector. According to the WWF, if we continue with the “Business as usual” scenarios, the projections estimate that we will need the equivalent of two planets by 2030 to meet our annual demands. I congratulate KTSD for the efforts that the detergent industry in Turkey has already undertaken to drive sustainability in the sector ; A.I.S.E. looks forward to working further with your members, value chain partners and the 76 million Turkish consumers to be even more resource efficient, without compromising on quality of life and industry’s competitiveness.”*

**More info:** [www.aise.eu](http://www.aise.eu)

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