

A.I.S.E. ARTWORK FOR LIQUID DETERGENT CAPSULES

Legal & Technical Guidelines for use

For companies that have not signed up to A.I.S.E.'s
LDC Product Stewardship Programme



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The Background

A.I.S.E. and its member companies involved in the liquid detergent capsules market in Europe regard the safety of consumers as a top priority.

The A.I.S.E. Liquid Detergent Capsule Product Stewardship Programme (LDC PSP) is a voluntary initiative of A.I.S.E. in the domain of product safety for detergent capsules, which 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. Companies participating in the A.I.S.E. Product Stewardship Programme for Liquid Detergent Capsules commit to applying the requirements described below to liquid laundry detergent capsules (LLDCs) and liquid detergent capsules (LDCs).

Under the labelling requirements of the PSP, participating companies commit to include a prominent and readily visible safe use patch (also referred to as the “Yellow Patch”) on all LDC packaging as well as the industry’s safe use icons.

However, the use of this material is available to all companies, ie it is not limited to companies that have signed the PSP. All companies placing these product categories on the market in Europe are allowed to freely use the relevant safe use patches on their artwork. This document provides the conditions for use of this artwork material.

For further information about the Product Stewardship Programme, please go to the A.I.S.E. website www.aise.eu.



1. For hazardous liquid laundry detergent capsules

1.1 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”.

1.2 Product requirements

Product requirements are as per the Soluble Packaging Regulation.

1.3 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 of the LDC PSP project description (cf A.I.S.E. Test Protocol) and the related criteria shall be successfully passed.

1.4 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 A.I.S.E. website www.aise.eu. In addition, specific A.I.S.E. safe use icons (see: Annex 2 of the LSC PSP project description) 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.

1.4.1 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” A.I.S.E. 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.

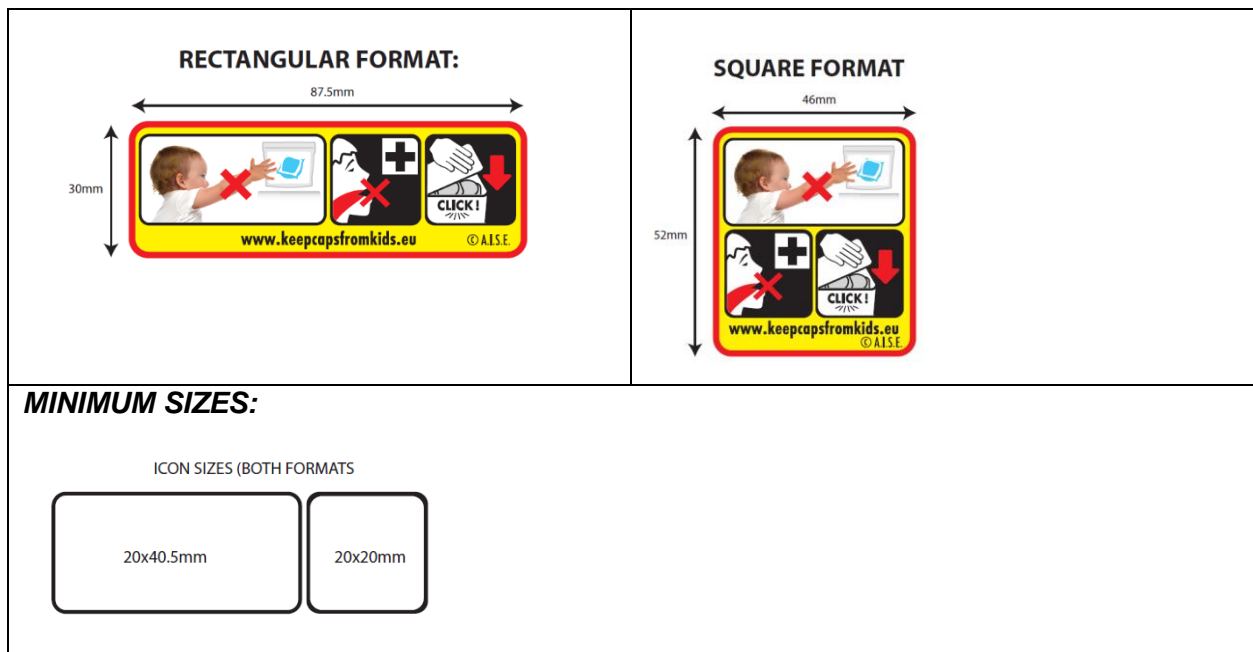
Where reclosing instruction is provided via brand-specific reclosing instruction(s), these shall be provided in proximity to the safe use patch, preferably beside it.

Where reclosing instruction is provided via both the Safe Use Patch (with relevant A.I.S.E. 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.

1.4.2 Safe use patch

The safe use patch shall include the following elements:

- 1) the A.I.S.E. “keep out of reach of children” photograph,
 - 2) the A.I.S.E. “do not ingest” safe use icon,
 - 3) the A.I.S.E. “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: “©A.I.S.E.”
 - 5) The URL: 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 A.I.S.E. website www.aise.eu. 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		

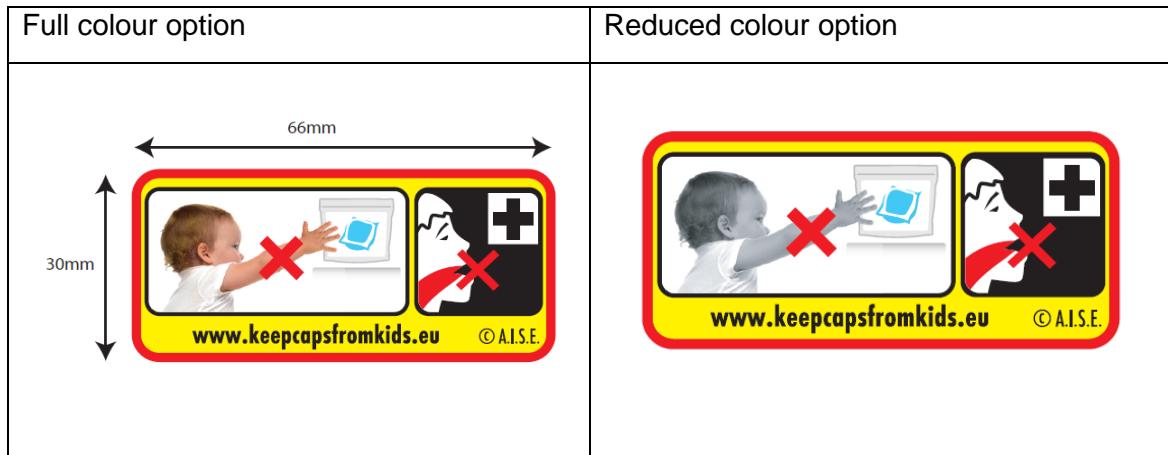


Execution 2: The “core” safe use patch

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:



NOTA BENES:

- 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 A.I.S.E. 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 (see MINIMUM SIZES in 1.4.2 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.aise.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>ICON SIZES (BOTH FORMATS)</p> <table border="1"> <tr> <td data-bbox="288 936 432 1032">20x28mm</td> <td data-bbox="440 936 539 1032">20x20mm</td> </tr> </table>		20x28mm	20x20mm
20x28mm	20x20mm		



2. For all liquid detergent capsules (except hazardous LLDCs)

2.1 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.

[A.I.S.E.'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.

2.2 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.

2.3 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 A.I.S.E. website](#). In addition, specific A.I.S.E. safe use icons (see: Annex 2 of the LDC PSP project description) 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.

2.3.1 Safe use patch

The safe use patch shall include:

- 1) the A.I.S.E. 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 A.I.S.E. 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: “©A.I.S.E.” statement,
- 5) The URL: 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 www.aise.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:

Preferred Option



Title Only Alternative



Silent Alternative



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 on the A.I.S.E. website www.aise.eu.

For any questions, please contact A.I.S.E. aise.main@aise.eu or on +32 2 679 62 60.

