

A.I.S.E. SUSTAINABLE USE PANELS

Legal and Technical Guidelines for use

Guidance for manufacturers placing the artwork on-pack

Last updated April 2024



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INTRODUCTION

A.I.S.E. has a long history of driving sustainable progress through industry initiatives that focus on the whole lifecycle of a product, from the supply of raw materials to the use and disposal of the product by the user. Most of the environmental impact of household laundry and dishwash detergents occurs during the use phase, due to the energy required to heat water in a domestic washing machine or household dishwasher. A.I.S.E. is therefore continuously working on communications and information campaigns to promote sustainable use of products and drive a change in behaviour for a collective result on reducing our impact on the environment.

Consumer engagement is organised through information material for on-pack and online use. Since 1997, A.I.S.E. has made tips for the best use of laundry products, dishwashing detergents, and cleaners available to its members. These 'best use tips' are a mandatory component of the product criteria in the A.I.S.E. Charter for Sustainable Cleaning. However, the artwork carrying these tips can be applied by all companies placing products on the market, irrespective of a commitment to the A.I.S.E. Charter.

These best use panels were originally launched in 1998 covering six product categories: laundry and dishwash detergents (hand and machine), trigger sprays, toilet cleaners and all purpose cleaners. The artwork was modernised in 2010, but the messages remain the same: simple tips and guidance to save water, energy CO₂ and money.

This artwork for each category includes panels with icons only ('silent') or with icons and accompany text ('full copy'), in both full colour and reduced colour. In case of space issues, a generic panel carrying only the tip, with no product specific details, is included. This artwork is available freely to any company provided they abide by the legal and technical guidelines for each panel as laid out in this manual. Translations are provided in all European languages for the phrases that form part of each panel. Only the official translations in this manual may be used. The artwork for each panel can be downloaded by manufacturers on the A.I.S.E. website www.aise.eu in the Artwork section.

A.I.S.E. also allows, in case of space issues on pack, companies to use the visuals provided below in the context of the implementation of the Advanced Sustainability Profiles of the A.I.S.E. Charter (see details on <https://www.sustainable-cleaning.com/>).

The best use panels are communicated and explained to consumers via www.cleanright.eu. Cleanright is an initiative of A.I.S.E. and is the official European consumer portal of the detergents and maintenance products industry. This platform is a trustworthy online resource on good housekeeping and cleaning at home. It offers comprehensive information on detergents and maintenance products, together with practical sound advice on how to use them safely and sustainably. It does not cover any brand-specific information.

Each panel carries the link to the Cleanright website. As such, these panels may be referred to as the 'Cleanright panels', the Best Use Panels or the Sustainable Use Panels.

Any questions on the use of this material may be addressed to aise.main@aise.eu.



Legal conditions of use

1. The Cleanright panel(s) may only be used in relation to household¹ detergents and may not be used in relation to any other product or category of products.
2. Any use of the Cleanright panel(s) shall make a reference to the ownership of these Cleanright guidance instructions by A.I.S.E and will then clearly mark beside the Cleanright panel the following: “Copyright A.I.S.E.” or “© A.I.S.E”.
3.
 - a) The Cleanright panel(s) shall be accompanied by the website address www.cleanright.eu.
 - b) When used on packaging the Cleanright panel(s) may be in its pictures-only format but must always show all the individual items in the order shown on the first page of this document.
 - c) The order of each recommendation of the Cleanright panel(s) is imperative.
 - d) When used in commercial communications other than packaging, the Cleanright panel must be in its full format with full text as set out in the www.cleanright.eu website. The individual items of the panel may not be used separately in any commercial communication except in a format previously approved or recommended by A.I.S.E.
 - e) The Cleanright panel(s) may be used in point-of-sale and direct-to-customer commercial communications for the purposes only of giving guidance on good washing practices but shall not be used in mass media communications i.e. television, radio, print, cinema, posters except after agreement from A.I.S.E.
 - f) The Cleanright panel(s) may be used on company website for the purpose of only giving guidance on good washing practices and must be accompanied with a reference link to the www.cleanright.eu website.
4. The Cleanright Panel(s) must not be presented as if it was the trademark or branding of an individual manufacturer’s product.
5. The Cleanright panel(s) shall not be used in relation to any claim made for any product.
6. The Cleanright panel(s) shall not be used in any way which is misleading, deceptive or confusing, or which abuses them or may bring them into disrepute.
7. A.I.S.E. reserves the right on due notice to withdraw the right of any person or company to use the Cleanright panel(s) in the event of non-compliance with these conditions.

¹ In the case of professional laundry detergents (eg sold in cash & carry), the Cleanright panel may be used, provided the tips are relevant to the ultimate use of the product (namely via an household-type or launderette washing machine).

Technical & design guidelines

The following technical requirements shall be respected:

NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E for advice

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Languages

The www.cleanright.eu website is available in the following 23 languages:

Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swedish.

However, the translation of the Cleanright panel for potential use on pack is available in the languages listed below. It is up to each individual organisation to assess the optimal use of those additional languages bearing in mind that A.I.S.E may not be able to commit to a specific timing when those might be ready.

EU 27:

Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Polish, Portuguese, Maltese, Slovakian, Slovenian, Spanish, Swedish.

Beyond EU 27:

Norwegian, Icelandic, Bulgarian, Turkish.

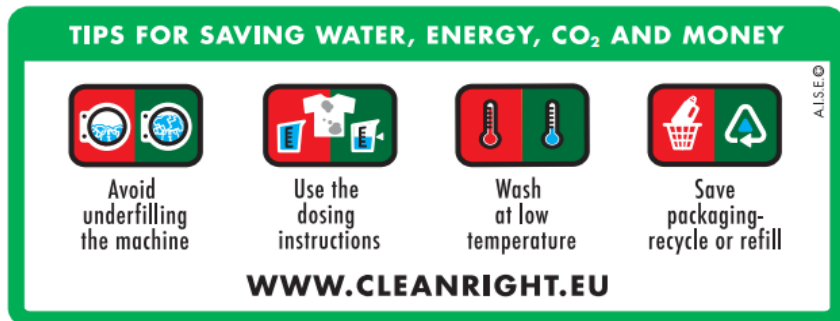
In the countries where the above languages are used, the exact A.I.S.E. translation should be respected. (In other countries, A.I.S.E. does not take responsibilities for the texts and translations that might be used.

The Cleanright panels may be used on pack from July 2010 onwards. A.I.S.E reserve the right to amend these guidelines at any time.

Any information request concerning the above should be sent to aise.main@aise.eu.



LAUNDRY PANEL



















Technical guidelines for use

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Revised wording should be used wherever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Avoid underfilling the machine • Use the dosing instructions • Wash at low temperature • Save packaging-recycle or refill • © A.I.S.E. • www.cleanright.eu 	<p>For small packs, “silent” version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • © A.I.S.E. • www.cleanright.eu <p>should still be present.</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumers’ visibility.</p>	None
Graphical layout	<p>Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page). or vertical with the icons underneath each other.</p>	None
Colour	<p>Green frame, black text and white background.</p>	<p>A black and white version may be used.</p>

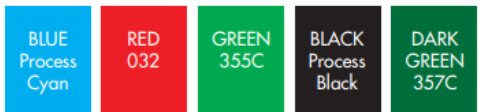


Options - in order of preference

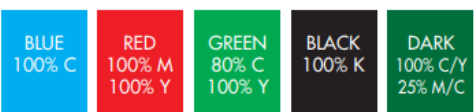
also

A1	<p style="text-align: center; font-weight: bold; font-size: small;">TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <small>Avoid underfilling the machine</small> </div> <div style="text-align: center;">  <small>Use the dosing instructions</small> </div> <div style="text-align: center;">  <small>Wash at low temperature</small> </div> <div style="text-align: center;">  <small>Save packaging-recycle or refill</small> </div> </div> <p style="text-align: center; font-weight: bold; font-size: x-small;">WWW.CLEANRIGHT.EU</p>	<p>WASHRIGHT PANEL WITH COPY (translations supplied by A.I.S.E.)</p>
B1	<p style="text-align: center; font-weight: bold; font-size: small;">TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <small>Avoid underfilling the machine</small> </div> <div style="text-align: center;">  <small>Use the dosing instructions</small> </div> <div style="text-align: center;">  <small>Wash at low temperature</small> </div> <div style="text-align: center;">  <small>Save packaging-recycle or refill</small> </div> </div> <p style="text-align: center; font-weight: bold; font-size: x-small;">WWW.CLEANRIGHT.EU</p>	<p>CLEANRIGHT PANEL WITH COPY (translations supplied by A.I.S.E.)</p>
C1	<p style="text-align: center; font-weight: bold; font-size: small;">TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <small>Avoid underfilling the machine</small> </div> <div style="text-align: center;">  <small>Use the dosing instructions</small> </div> <div style="text-align: center;">  <small>Wash at low temperature</small> </div> <div style="text-align: center;">  <small>Save packaging-recycle or refill</small> </div> </div> <p style="text-align: center; font-weight: bold; font-size: x-small;">WWW.CLEANRIGHT.EU</p>	<p>SILENT WASHRIGHT PANELS (if space/multilingual issues)</p>
C2	<p style="text-align: center; font-weight: bold; font-size: small;">TIPS FOR SAVING WATER, ENERGY, CO₂ AND MONEY</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <small>Avoid underfilling the machine</small> </div> <div style="text-align: center;">  <small>Use the dosing instructions</small> </div> <div style="text-align: center;">  <small>Wash at low temperature</small> </div> <div style="text-align: center;">  <small>Save packaging-recycle or refill</small> </div> </div> <p style="text-align: center; font-weight: bold; font-size: x-small;">WWW.CLEANRIGHT.EU</p>	<p>CLEANRIGHT PANELS (1 space/multilingual issues)</p>

NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

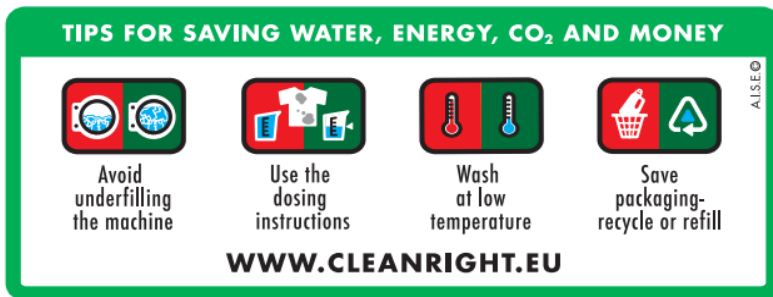
Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/size/silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.

Indicating approximate size on packaging



Official A.I.S.E. translations



English	Tips for saving water, energy, CO ₂ and money
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FINAL	
Danish	Tips til at spare på vand, energi, CO ₂ og penge
Dutch	Tips om water, energie, geld te besparen en CO ₂ te verminderen
Finnish	Vinkkejä veden, energian, CO ₂ :n ja rahan säästämiseksi
French	Astuces pour économiser de l'eau, de l'énergie, du CO ₂ et de l'argent
German	Spartipps für Wasser, Energie, CO ₂ und Geld
Greek	Συμβουλές εξοικονόμησης νερού, ενέργειας, χρημάτων και μείωσης των εκπομπών CO ₂
Italian	Suggerimenti per risparmiare acqua, energia, CO ₂ e denaro
Norwegian	Tips for å spare vann, energi, CO ₂ og penger
Portuguese	Conselhos para poupar água, energia, CO ₂ e dinheiro
Spanish	Consejos para ahorrar agua, energía, CO ₂ y dinero
Swedish	Tips för att spara vatten, energi, CO ₂ och pengar
BG- Bulgarian	Насоки за спестяване на вода, енергия, CO ₂ и пари
HU-Magyar	Néhány jó tanács a víz-, és energia felhasználás, a CO ₂ kibocsátás és a költségek csökkentésére
LT-Lietuviu	Vandens, energijos, CO ₂ ir pinigų taupymo rekomendacijos
PL-Polski	Porady dotyczące oszczędzania wody, energii, emisji CO ₂ i pieniędzy
RO-Romana	Sfaturi pentru economisirea apei, energiei, banilor și reducerea emisiilor de CO ₂
SK-Slovakia	Odporúčania ako ušetriť vodu, energiu, CO ₂ a peniaze
TK- Türkçe	Su, enerji, CO ₂ ve para tasarrufu için öneriler
CZ-Čeština	Tipy pro úsporu vody, energie, CO ₂ a peněz
ET- Eesti	Soovitused vee, energia, CO ₂ ja raha säästmiseks
LV-Latviesu	Ieteikumi ūdens, enerģijas, CO ₂ un naudas ietaupīšanai
SL- Slovenscina	Nasveti za varčevanje z vodo, energijo, CO ₂ in denarjem

¹ Minor changes for Dutch, Lithuanian and Estonian consistent with Autodish Cleanright Panel 2012



English	Avoid underfilling the machine
FINAL	
Danish	Undgå halvtomme maskiner
Dutch	Was niet met een halfvolle trommel
Finnish	Vältä vajaatäyttöä
French	Evitez de sous-remplir la machine
German	Vermeiden Sie eine Unterfüllen der Waschmaschine
Greek	Αποφεύγετε να πλένετε αν το πλυντήριο δεν είναι γεμάτο
Italian	Non caricare la lavatrice con ponchi capi
Icelandic	Forðast að setja of lítið í þvottavélina
Norwegian	Unngå halvfull maskin med tøy
Portuguese	Optimize a carga da sua máquina
Spanish	No ponga la lavadora con poca ropa
Swedish	Tvätta bara någorlunda stora mängder
BG- Bulgarian	Избягвайте недостатъчно пълнене на машината
HU-Magyar	Ne mosson kevés ruhát egyszerre
LT-Lietuviu	Visuomet stenkitės pilnai pakrauti mašing
PL-Polski	Wykorzystuj w pełni ładowność pralki
RO-Romana	Evitați folosirea mașinii de spălat insuficient umplute
SK-Slovakia	Vyhňte sa nedostatočnému naplneniu práčky.
TK- Türkçe	Makinenizi gereğinden az çamaşirila çalıştırmaktan kaçının
CZ-Čeština	Neplňte pračku pod míru
ET- Eesti	Vältige masina alatäitmist
LV-Latviesu	Centielies lietderīgi izmantot veļas mazgājamās mašīnas tilpumu
SL-Slovenscina	Izogibajte se pranju, z le delno polnim strojem



English Use the dosing instructions

FINAL	
Danish	Følg doseringsinstruktionerne
Dutch	Volg de doseringsinstructies
Finnish	Noudata annosteluohjeita
French	Respectez les instructions de dosage
German	Dosieranweisungen beachten
Greek	Ακολουθείτε τις οδηγίες δοσολογίας
Italian	Consulta le istruzioni per il dosaggio
Norwegian	Bruk doseringsinstruksjonene
Portuguese	Siga as instruções de dosagem
Spanish	Siga las instrucciones de dosificación
Swedish	Följ doseringsanvisningarna.
BG- Bulgarian	Следвайте инструкциите за дозиране
HU-Magyar	Kövesse az adagolási javaslatokat!
LT-Lietuviu	Laikykitės dozavimo instrukcijų.
PL-Polski	Skorzystaj z instrukcji dozowania
RO-Romana	Respectați instrucțiunile de dozare
SK-Slovakia	V súlade s návodom na dávkovanie
TK- Türkçe	Dozajlama talimatına uyun
CZ-Čeština	Postup podle návodu na dávkování
ET- Eesti	Kasuta doseerimise instruksioone
LV-Latviesu	Izmantojiet dozēšanas instrukcijas
SL- Slovenscina	Upoštevajte navodila za odmerjanje

English Wash at low temperature

FINAL	
Danish	Vask ved lav temperatur
Dutch	Was op lage temperatuur
Finnish	Pese alhaisessa lämpötilassa
French	Lavez à basse température
German	Bei niedriger Temperatur waschen.
Greek	Πλένετε σε χαμηλή θερμοκρασία
Italian	Lava a bassa temperatura
Norwegian	Vask ved lav temperatur
Portuguese	Lave a baixa temperatura
Spanish	Lave a baja temperatura
Swedish	Tvätta i låg temperatur
BG- Bulgarian	Перете на ниска температура
HU-Magyar	Mosson alacsony hőmérsékleten!
LT-Lietuviu	Skalbkite žemoje skalbimo temperatūroje
PL-Polski	Pierz w niskich temperaturach
RO-Romana	Spălați la temperaturi joase
SK-Slovakia	Perte pri nízkej teplote
TK- Türkçe	Düşük sıcaklıkta yıkayın
CZ-Čeština	Perte při nízké teplotě
ET- Eesti	Pese madala temperatuuril
LV-Latviesu	Mazgājiet zemā temperatūrā
SL-Slovenscina	Perite pri nizki temperaturi

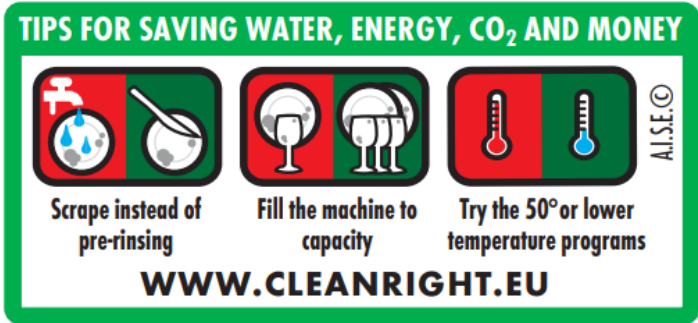


English Save packaging – recycle or refill

FINAL	
Danish	Spar emballagen – genbrug eller genopfyld
Dutch	Bespaar verpakking door recycleren of navullen
Finnish	Säästä pakkaus – kierrätä tai täytä uudelleen
French	Economisez les matériaux d’emballages – recyclez ou utilisez une écorecharge
German	Verpackung aufbewahren – recyklieren oder wieder füllen
Greek	Μην πετάξετε τη συσκευασία – ανακυκλώστε ή ξαναγεμίστε την
Italian	Risparmia imballaggio – ricicla o riutilizza
Norwegian	Spar emballasje – resirkuler eller fyll på
Portuguese	Poupe embalagem - recicle ou use recargas
Spanish	No desperdicie el envase: recíclelo o rellénelo
Swedish	Spara emballaget – återvinn eller fyll på
BG- Bulgarian	Спестявайте опаковки- рециклирайте или пълнете отново опаковката
HU-Magyar	Takarékoskodjon a csomagolással –újrahasznosítással vagy újratöltéssel!
LT-Lietuviu	Taupykite pakuotes – perdirbkite ar pakartotinai pripildykite
PL-Polski	Oszczędzaj opakowania – przekaż do recyklingu lub napełnij ponownie.
RO-Romana	Reduceți deșeurile din ambalajele – reciclați sau re-utilizați
SK-Slovakia	Obal uchovajte pre recykláciu alebo opätovné naplnenie
TK- Türkçe	Geri dönüştürülebilir veya dolum kartuşu kullanın – ambalajdan tasarruf edin
CZ-Čeština	Šetřete obalové materiály – recyklujte nebo znovu naplňte
ET- Eesti	Säästa pakendit – taaskasuta või täida uuesti
LV-Latviesu	Taupiet iepakojumu – utilizējiet vai uzpildiet atkārtoti
SL-Slovenscina	Z embalažo ravnajte varčno - reciklirajte ali jo ponovno napolnite



AUTODISH PANEL



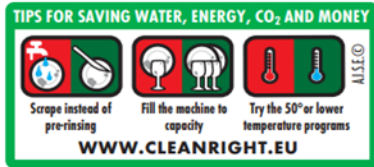
Technical Guidelines for use

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Scrape instead of pre-rinsing • Fill the machine to capacity • Try the 50° or lower temperature programs • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, “silent” version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumers’ visibility.</p>	None
Graphical	<p>Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.</p>	None
Colour	<p>Green frame, black text and white background.</p>	<p>A black and white version may be used</p>

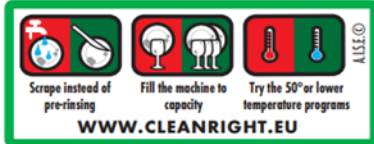


Options - in order of preference

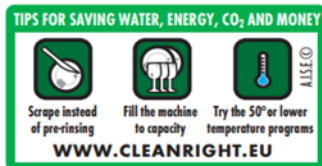
also indicating approximate size on packaging



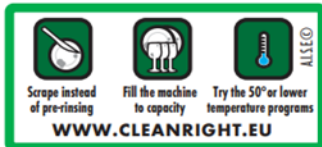
AUTODISH CLEANRIGHT PANEL
WITH COPY
(translations supplied by A.I.S.E.)



SILENT AUTODISH CLEANRIGHT PANEL
(if space/ multilingual issues)



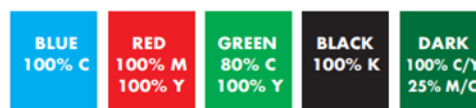
REDUCED COLOR AUTODISH CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

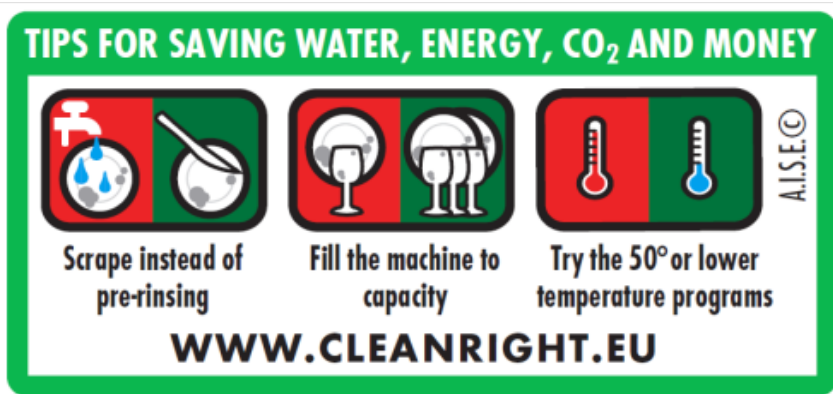
- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.



Official A.I.S.E. Translations



English	Tips for saving water, energy, CO ₂ and money
Danish	Tips til at spare på vand, energi, CO ₂ og penge
French	Astuces pour économiser de l'eau, de l'énergie, du CO ₂ et de l'argent
Italian	Suggerimenti per risparmiare acqua, energia, CO ₂ e denaro
Spanish	Consejos para ahorrar agua, energía, CO ₂ y dinero
German	Spartipps für Wasser, Energie, CO ₂ und Geld
Dutch	Tips om water, energie, geld te besparen en CO ₂ te verminderen
Portuguese	Conselhos para poupar água, energia, CO ₂ e dinheiro
Greek	Συμβουλές εξοικονόμησης νερού, ενέργειας, χρημάτων και μείωσης των εκπομπών CO ₂
Swedish	Tips för att spara vatten, energi, CO ₂ och pengar
Finnish	Vinkkejä veden, energian, CO ₂ :n ja rahan säästämiseksi
Norwegian	Tips for å spare vann, energi, CO ₂ og penger
Icelandic	Ráð um sparnað á vatni, orku, CO ₂ og peningum
Czech	Tipy pro úsporu vody, energie, CO ₂ a peněz
Estonian	Soovitused vee, energia, CO ₂ ja raha säästmiseks
Magyar	Tippék víz, energia, pénz valamint CO ₂ megtakarításához.
Lithuanian	Vandens, energijos, CO ₂ ir pinigų taupymo rekomendacijos.
Latvian	Ieteikumi ūdens, enerģijas, CO ₂ un naudas ietaupīšanai
Maltese	Suġġerimenti għall-iffrankar tal-ilma, l-enerġija, CO ₂ u flus
Polish	Porady dotyczące oszczędzania wody, energii, emisji CO ₂ i pieniędzy
Slovak	Odporúčania ako ušetriť vodu, energiu, CO ₂ a peniaze
Slovenian	Nasveti za varčevanje z vodo, energijo, CO ₂ in denarjem
Turkish	Su, enerji, CO ₂ ve para tasarrufu için öneriler
Bulgarian	Насоки за спестяване на вода, енергия, CO ₂ и пари
Romanian	Sfaturi pentru economisirea apei, energiei, banilor și reducerea emisiilor de CO ₂
Croatia	Savjeti za uštedu vode, energije, CO ₂ i novca
Serbian	Saveti za uštedu vode, energije, CO ₂ i novca



English	Scrape instead of pre-rinsing
Danish	Skrab resterne af, i stedet for at forvaske
French	Raclez au lieu de pré-rincer
Italian	Rimuovi lo sporco senza sciacquare
Spanish	Elimine los restos manualmente en lugar de bajo el grifo
German	Kratzen Sie Essensreste ab, anstatt vorzuspülen
Dutch	Schraap de vaat schoon in plaats van voor te spoelen
Portuguese	Raspar em vez de pré-lavar
Greek	Αφαιρέστε τα υπολείμματα αντί να ξεπλένετε
Swedish	Skrapa i stället för att skölja
Finnish	Älä huuhtele ruuantähteitä vaan kaavi ne pois
Norwegian	Skrap i stedet for å forskylle
Icelandic	Skaðu af í stað þess að forskola
Czech	Setřete zbytky místo předmývání
Estonian	Eelloputamise asemel kraapige puhtaks
Magyar	Kaparja le az ételmaradékot előöblítés helyett.
Lithuanian	Grandykite, o ne skalaukite
Latvian	Piekš skalošanas vietā noskrāpējiet
Maltese	Imsaħ minflok tuża l-programm tal-‘pre-rinsing’
Polish	Usuwał resztki zamiast korzystać z programu płukania wstępnego
Slovak	Namiesto predumývania, zvyšky zotrite
Slovenian	Ostrgajte umazanijo namesto predpranja
Turkish	Ön yıkama yerine bulaşığı iyice sıyırınız
Bulgarian	Отстранете механично, вместо да накисвате
Romanian	În loc de pre-clătire, îndepărtați resturile alimentare prin răzuire
Croatia	Ostružite umjesto ispiranja
Serbian	Uklonite ostatke hrane umesto pretpranja



English	Fill the machine to capacity
Danish	Fyld så meget som muligt i maskinen
French	Remplissez la machine au maximum
Italian	Utilizza sempre la lavastoviglie a pieno carico
Spanish	Llene la máquina al máximo de su capacidad
German	Befüllen Sie die Maschine bis zum max. Fassungsvermögen
Dutch	Benut de volledige capaciteit van de machine
Portuguese	Encha completamente a máquina
Greek	Γεμίστε εντελώς το πλυντήριο
Swedish	Fyll hela maskinen
Finnish	Pese vain täysiä koneellisia
Norwegian	Fyll maskinen helt opp
Icelandic	Fylltu vélina sem mest
Czech	Naplňte myčku na plnou kapacitu
Estonian	Pange nõudepesumasin täis
Magyar	Teljes kapacitással használja a gépet!
Lithuanian	Indaplovė turi būti pilna
Latvian	Pilnībā uzpildiet mašīnu
Maltese	Imla l-magna kemm tista'
Polish	Napełniaj zmywarkę do maksimum
Slovak	Umývačku naplňte úplne - využite celú kapacitu
Slovenian	Stroj napolnite do konca
Turkish	Makinenizi kapasitesi kadar doldurunuz
Bulgarian	Пълнете миялната машина според капацитета ѝ
Romanian	Umpleți mașina de spălat la capacitate maximă
Croatia	Potpuno napunite perilicu
Serbian	Napunite mašinu do njenog punog kapaciteta



English	Try the 50° or lower temperature programs
Danish	Prøv programmerne med 50°C eller lavere temperatur
French	Essayez les programmes à 50°C ou moins
Italian	Prova i programmi a 50°C o ad una temperatura inferiore
Spanish	Utilice el programa de 50°C o programas de temperatura inferior
German	Probieren Sie das 50°C - oder Niedrigtemperaturprogramm
Dutch	Probeer het wasprogramma van 50°C of lager
Portuguese	Experimente programas de temperaturas iguais ou inferiores a 50°C
Greek	Δοκιμάστε τα προγράμματα 50°C ή χαμηλότερης θερμοκρασίας
Swedish	Försök med 50°C eller program med lägre temperatur
Finnish	Kokeile matalamman pesulämpötilan ohjelmia (50°C tai vähemmän)
Norwegian	Prøv programmene med 50°C eller lavere temperatur
Icelandic	Reyndu þvott við 50°C eða kerfi fyrir enn lægri hita
Czech	Používejte programy s teplotou 50°C nebo nižší
Estonian	Kasutage programme veetemperatuuriga 50°C või alla selle
Magyar	Használjon 50°C -os vagy alacsonyabb hőmérsékletű programokat!
Lithuanian	Išbandykite 50°C ar žemesnės temperatūros programas
Latvian	Izmēģiniet 50°C vai zemākas temperatūras programmas
Maltese	Ipprova uża l-programmi li jużaw temperatura ta' 50°C jew inqas
Polish	Ustawiaj temperaturę zmywania 50°C lub niższą
Slovak	Používajte programy s teplotou 50°C alebo nižšou
Slovenian	Poskusite program 50°C ali nižji
Turkish	50°C veya daha düşük ısı programı deneyiniz
Bulgarian	Опитайте програми за миене при 50°C или по-ниска температура
Romanian	Folosiți programul de 50°C sau programele pentru temperaturi mai scăzute
Croatia	Koristite programe na 50°C ili nižoj temperaturi
Serbian	Probajte program 50°C ili programe sa nižim temperaturama



MANUAL DISHWASH PANEL

3 TIP VERSION



Technical guidelines for use: 3 tip version

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Scrape instead of pre-rinsing • Use the dosage instructions • Do not rinse under running water • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, "silent" version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	Wording positioning may be varied to best suit pack layout and consumers' visibility.	None
Graphical	Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.	None
Colour	Green frame, black text and white background.	A black and white version may be used



Options - in order of preference

also indicating approximate size on packaging



HANDDISH CLEANRIGHT PANEL WITH COPY
(translations supplied by A.I.S.E.)



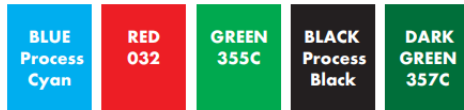
SILENT HANDDISH CLEANRIGHT PANEL
(if space/ multilingual issues)



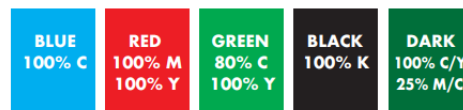
REDUCED COLOR HANDDISH CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.



4 TIP VERSION



Technical guidelines for use: 4 tip version

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Scrape instead of pre-rinsing • Use the dosage instructions • Do not rinse under running water • Save packaging - recycle • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, “silent” version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumers’ visibility.</p>	None
Graphical	<p>Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.</p>	None
Colour	<p>Green frame, black text and white background.</p>	<p>A black and white version may be used</p>



Options - in order of preference

indicating approximate size on packaging



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(translations supplied by A.I.S.E.)



SILENT HANDDISH CLEANRIGHT PANEL
(if space/ multilingual issues)



REDUCED COLOR HANDDISH CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.



Official A.I.S.E. Translations



English	Tips for saving water, energy, CO ₂ and money
Bulgarian	Насоки за спестяване на вода, енергия, CO ₂ и пари
Croatia	Savjeti za uštedu vode, energije, CO ₂ i novca
Czech	Tipy pro úsporu vody, energie, CO ₂ a peněz
Danish	Tips til at spare på vand, energi, CO ₂ og penge
Dutch	Tips om water, energie, geld te besparen en CO ₂ te verminderen
Estonian	Soovitused vee, energia, CO ₂ ja raha säästmiseks
Finnish	Vinkkejä veden, energian, CO ₂ :n ja rahan säästämiseksi
French	Astuces pour économiser de l'eau, de l'énergie, du CO ₂ et de l'argent
German	Spartipps für Wasser, Energie, CO ₂ und Geld
Greek	Συμβουλές εξοικονόμησης νερού, ενέργειας, χρημάτων και μείωσης των εκπομπών CO ₂
Icelandic	Ráð um sparnað á vatni, orku, CO ₂ og peningum
Italian	Suggerimenti per risparmiare acqua, energia, CO ₂ e denaro
Latvian	Ieteikumi ūdens, enerģijas, CO ₂ un naudas ietaupīšanai
Lithuanian	Vandens, energijos, CO ₂ ir pinigų taupymo rekomendacijos.
Magyar	Tippek víz, energia, pénz valamint CO ₂ megtakarításához.
Maltese	Suġġerimenti għall-iffrankar tal-ilma, l-enerġija, CO ₂ u flus
Norwegian	Tips for å spare vann, energi, CO ₂ og penger
Polish	Porady dotyczące oszczędzania wody, energii, emisji CO ₂ i pieniędzy
Portuguese	Conselhos para poupar água, energia, CO ₂ e dinheiro
Romanian	Sfaturi pentru economisirea apei, energiei, banilor și reducerea emisiilor de CO ₂
Serbian	Saveti za uštedu vode, energije, CO ₂ i novca

Slovak	Odporúčania ako ušetriť vodu, energiu, CO ₂ a peniaze
Slovenian	Nasveti za varčevanje z vodo, energijo, CO ₂ in denarjem
Spanish	Consejos para ahorrar agua, energía, CO ₂ y dinero
Swedish	Tips för att spara vatten, energi, CO ₂ och pengar
Turkish	Su, enerji, CO ₂ ve para tasarrufu için öneriler



English	Scrape instead of pre-rinsing
Bulgarian	Отстранете механично, вместо да накисвате
Croatia	Sastružite umjesto pretpranja
Czech	Seškrábejte místo předběžného opláchnutí.
Danish	Skrab af i stedet for at skylle af.
Dutch	Schraap de vaat schoon in plaats van voor te spoelen
Estonian	Kraapige eel-loputamise asemel
Finnish	Raaputa esihuuhtelun sijaan
French	Grattez au lieu de pré-rincer
German	Grobe Reste abwischen und in den Abfall entsorgen statt vorzuspülen.
Greek	Τρίψτε πριν ξεπλύνετε
Icelandic	Skafðu af í stað þess að forskola
Italian	Rimuovi lo sporco senza sciacquare
Latvian	Noberziet virsmu, nevis skalojiet
Lithuanian	Grandykite, o ne skalaukite
Magyar	Előzetes leöblítés helyett dörzsölje le!
Maltese	Imsaħ minflok tuża l-programm tal-‘pre-rinsing’
Norwegian	Skrap i stedet for å skylle på forhånd
Polish	Szoruj zamiast przepłukiwać.
Portuguese	Raspe em vez de pré-lavar
Romanian	Răzuți în loc să pre-clățiți
Serbian	Umesto pretpranja, sastrugati ostatke.
Slovak	Zoškrabnite namiesto predbežného opláchnutia
Slovenian	Ostrgajte umazanijo namesto predpranja
Spanish	Elimine la suciedad manualmente en vez de aclararla con agua
Swedish	Skrapa istället för att förskölja
Turkish	Ön yıkama yerine bulaşığı iyice sıyırınız



English	Use the dosage instructions
Bulgarian	Следвайте инструкциите за дозиране
Croatian	Pridržavajte se uputa za doziranje
Czech	Postup podle návodu na dávkování
Danish	Følg doseringsinstruktionerne
Dutch	Volg de doseringsinstructies
Estonian	Kasuta doseerimise instruksioone
Finnish	Noudata annosteluohjeita
French	Respectez les instructions de dosage
German	Dosieranweisungen beachten
Greek	Ακολουθείτε τις οδηγίες δοσολογίας
Icelandic	Farið eftir skammtaleiðbeiningunum
Italian	Consulta le istruzioni per il dosaggio
Latvian	Izmantojiet dozēšanas instrukcijas
Lithuanian	Laikykitės dozavimo instrukcijų.
Magyar	Kövesse az adagolási javaslatokat!
Maltese	Uża l-istruzzjonijiet tad-dożaġġ
Norwegian	Bruk doseringsinstruksjonene
Polish	Skorzystaj z instrukcji dozowania
Portuguese	Verifique as instruções de dosagem
Romanian	Respectați instrucțiunile de dozare
Serbian	Dozirajte prema uputstvu
Slovak	V súlade s návodom na dávkovanie
Slovenian	Upoštevajte navodila za odmerjanje
Spanish	Siga las instrucciones de dosificación
Swedish	Följ doseringsanvisningarna.
Turkish	Dozajlama talimatına uyun



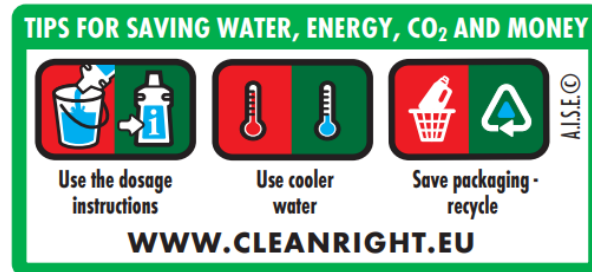
English	Do not rinse under running water
Bulgarian	Не изплаквайте под течаща вода
Croatian	Ne ispirite pod mlazom tekuće vode
Czech	Neoplachujte pod tekoucí vodou.
Danish	Skyl ikke af under rindende vand.
Dutch	Spoel niet onder een lopende kraan
Estonian	Ärge loputage jooksva vee all
Finnish	Älä huuhtelee juoksevalla vedellä
French	Ne rincez pas sous l'eau courante
German	Nicht unter fließendem Wasser spülen.
Greek	Μην ξεπλένετε κάτω από τρεχούμενο νερό
Icelandic	Skolið ekki undir rennandi vatni.
Italian	Non sciacquare sotto l'acqua corrente
Latvian	Neskalojiet zem tekoša ūdens
Lithuanian	Neplaukite tekančiame vandenyje.
Magyar	Ne öblítse le folyóvízzel!
Maltese	Tlaħlaħx taħt ilma ġieri
Norwegian	Ikke skyll under rennende vann
Polish	Nie płucz pod bieżącą wodą.
Portuguese	Não lave com água corrente
Romanian	Nu clățiți sub jet de apă
Serbian	Ne ispirati tekućom vodom.
Slovak	Neoplachujte pod tečúcou vodou
Slovenian	Ne spirajte pod tekočo vodo
Spanish	No aclarar bajo el grifo
Swedish	Skölj inte under rinnande vatten
Turkish	Akan suyun altında durulamayın



English	Save packaging – recycle
Bulgarian	Запазете опаковката - рециклирайте
Croatian	Štedljivo postupajte s ambalažom- reciklirajte
Czech	Obaly recyklujte
Danish	Spar på emballagen – aflever til genanvendelse
Dutch	Bespaar verpakkingsmateriaal – recycleer
Estonian	Säästa pakendit – taaskasuta
Finnish	Säästä pakkaus – kierrätä
French	Economisez les matériaux d'emballage - recyclez
German	Verpackung richtig entsorgen
Greek	Εξοικονομείστε συσκευασία-ανακυκλώστε
Icelandic	Sparið umbúðir, endurvinnið
Italian	Risparmia imballaggio - ricicla
Latvian	Taupiet iepakojumu – pārstrādājiet
Lithuanian	Atiduokite pakuotę perdirbti.
Magyar	Csökkentse a csomagolási hulladék mennyiségét újrahasznosítással!
Maltese	Erfa' l-ippakkjar – irriċikla
Norwegian	Spar emballasje – resirkuler eller fyll på
Polish	Oszczędzaj opakowania - przekaż do recyklingu
Portuguese	Poupe embalagem-recicle.
Romanian	Economisiți ambalaj - reciclați.
Serbian	Sačuvaj ambalažu - recikliraj
Slovak	Obaly recyklujte
Slovenian	Z embalažo ravnajte varčno - reciklirajte
Spanish	Ahorre envases - recicle
Swedish	Spara förpackningsmaterial - återvinn
Turkish	Ambalaj tasarrufu yapın - geri dönüştürün



ALL PURPOSE CLEANERS PANEL



Technical guidelines for use

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Use the dosage instructions • Use cooler water • Save packaging - recycle • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, "silent" version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	Wording positioning may be varied to best suit pack layout and consumers' visibility.	None
Graphical	Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.	None
Colour	Green frame, black text and white background.	A black and white version may be used



Options - in order of preference

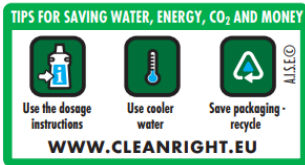
also indicating approximate size on packaging



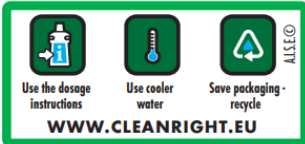
ALL PURPOSE CLEANERS CLEANRIGHT PANEL
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SILENT
ALL PURPOSE CLEANERS CLEANRIGHT PANEL
(if space/ multilingual issues)



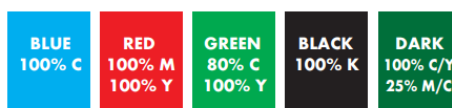
REDUCED COLOR
ALL PURPOSE CLEANERS CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.



Official A.I.S.E. Translations

English	Tips for saving water, energy, CO ₂ and money
Bulgarian	Насоки за спестяване на вода, енергия, CO ₂ и пари
Croatia	Savjeti za uštedu vode, energije, CO ₂ i novca
Czech	Tipy pro úsporu vody, energie, CO ₂ a peněz
Danish	Tips til at spare på vand, energi, CO ₂ og penge
Dutch	Tips om water, energie, geld te besparen en CO ₂ te verminderen
Estonian	Soovitused vee, energia, CO ₂ ja raha säästmiseks
Finnish	Vinkkejä veden, energian, CO ₂ :n ja rahan säästämiseksi
French	Astuces pour économiser de l'eau, de l'énergie, du CO ₂ et de l'argent
German	Spartipps für Wasser, Energie, CO ₂ und Geld
Greek	Συμβουλές εξοικονόμησης νερού, ενέργειας, χρημάτων και μείωσης των εκπομπών CO ₂
Icelandic	Ráð um sparnað á vatni, orku, CO ₂ og peningum
Italian	Suggerimenti per risparmiare acqua, energia, CO ₂ e denaro
Latvian	Ieteikumi ūdens, enerģijas, CO ₂ un naudas ietaupīšanai
Lithuanian	Vandens, energijos, CO ₂ ir pinigų taupymo rekomendacijos.
Magyar	Tippek víz, energia, pénz valamint CO ₂ megtakarításához.
Maltese	Suġġerimenti għall-iffrankar tal-ilma, l-enerġija, CO ₂ u flus
Norwegian	Tips for å spare vann, energi, CO ₂ og penger
Polish	Porady dotyczące oszczędzania wody, energii, emisji CO ₂ i pieniędzy
Portuguese	Conselhos para poupar água, energia, CO ₂ e dinheiro
Romanian	Sfaturi pentru economisirea apei, energiei, banilor și reducerea emisiilor de CO ₂
Serbian	Saveti za uštedu vode, energije, CO ₂ i novca
Slovak	Odporúčania ako ušetriť vodu, energiu, CO ₂ a peniaze
Slovenian	Nasveti za varčevanje z vodo, energijo, CO ₂ in denarjem
Spanish	Consejos para ahorrar agua, energía, CO ₂ y dinero
Swedish	Tips för att spara vatten, energi, CO ₂ och pengar
Turkish	Su, enerji, CO ₂ ve para tasarrufu için öneriler

English	Use the dosage instructions
Bulgarian	Следвайте инструкциите за дозиране
Croatian	Pridržavajte se uputa za doziranje
Czech	Postup podle návodu na dávkování



Danish	Følg doseringsinstruktionerne
Dutch	Volg de doseringsinstructies
Estonian	Kasuta doseerimise instruksioone
Finnish	Noudata annosteluohjeita
French	Respectez les instructions de dosage
German	Dosieranweisungen beachten
Greek	Ακολουθείτε τις οδηγίες δοσολογίας
Icelandic	Farið eftir skammtaleiðbeiningunum
Italian	Consulta le istruzioni per il dosaggio
Latvian	Izmantojiet dozēšanas instrukcijas
Lithuanian	Laikykitės dozavimo instrukcijų.
Magyar	Kövesse az adagolási javaslatokat!
Maltese	Uża l-istruzzjonijiet tad-dożaġġ
Norwegian	Bruk doseringsinstruksjonene
Polish	Skorzystaj z instrukcji dozowania
Portuguese	Verifique as instruções de dosagem
Romanian	Respectați instrucțiunile de dozare
Serbian	Dozirajte prema uputstvu
Slovak	V súlade s návodom na dávkovanie
Slovenian	Upoštevajte navodila za odmerjanje
Spanish	Siga las instrucciones de dosificación
Swedish	Följ doseringsanvisningarna.
Turkish	Dozajlama talimatına uyun



English	Use cooler water
Bulgarian	Използвайте хладка вода
Croatian	Koristite hladniju vodu
Czech	Používejte chladnější vodu
Danish	Brug koldere vand
Dutch	Gebruik water met lagere temperatuur
Estonian	Kasuta jahedamat vett
Finnish	Käytä viileämpää vettä
French	Utilisez de l'eau plus froide
German	Mit kaltem Wasser verwendbar
Greek	Χρησιμοποιείστε πιο κρύο νερό
Icelandic	Notið kælivatn
Italian	Usa acqua più fredda
Latvian	Lietojiet vēsāku ūdeni
Lithuanian	Naudokite žemesnės temperatūros vandenį.
Magyar	Használjon hidegebb vizet!
Maltese	Uża ilma tal-cooler
Norwegian	Bruk kaldere vann
Polish	Używaj wody o niższej temperaturze
Portuguese	Use água a temperaturas mais baixas
Romanian	Folositi apa la o temperatură mai joasă.
Serbian	Koristiti vodu nižih temperatura
Slovak	Používajte chladnejšiu vodu
Slovenian	Uporabite hladnejšo vodo
Spanish	Utilice agua a menor temperatura
Swedish	Använd kallare vatten
Turkish	Soğuk su kullanın



English	Save packaging – recycle
Bulgarian	Запазете опаковката - рециклирайте
Croatian	Štedljivo postupajte s ambalažom- reciklirajte
Czech	Obaly recyklujte
Danish	Spar på emballagen – aflever til genanvendelse
Dutch	Bespaar verpakkingsmateriaal – recycleer
Estonian	Säästa pakendit – taaskasuta
Finnish	Säästä pakkaus – kierrätä
French	Economisez les matériaux d'emballage - recyclez
German	Verpackung richtig entsorgen
Greek	Εξοικονομείστε συσκευασία-ανακυκλώστε
Icelandic	Sparið umbúðir, endurvinnið
Italian	Risparmia imballaggio - ricicla
Latvian	Taupiet iepakojumu – pārstrādājiet
Lithuanian	Atiduokite pakuotę perdirbti.
Magyar	Csökkentse a csomagolási hulladék mennyiségét újrahasznosítással!
Maltese	Erfa' l-ippakkjar – irriċikla
Norwegian	Spar emballasje – resirkuler eller fyll på
Polish	Oszczędzaj opakowania - przekaż do recyklingu
Portuguese	Poupe embalagem-recicle.
Romanian	Economisiți ambalaj - reciclați.
Serbian	Sačuvaj ambalažu - recikliraj
Slovak	Obaly recyklujte
Slovenian	Z embalažo ravnajte varčno - reciklirajte
Spanish	Ahorre envases - recicle
Swedish	Spara förpackningsmaterial - återvinn
Turkish	Ambalaj tasarrufu yapın - geri dönüştürün



TRIGGER SPRAY CLEANERS PANEL



Technical Guidelines for use

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Apply correctly. Use only for spot cleaning or small areas. • Save packaging - recycle or refill • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, “silent” version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumers’ visibility.</p>	None
Graphical	<p>Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.</p>	None
Colour	<p>Green frame, black text and white background.</p>	<p>A black and white version may be used</p>



Options - in order of preference

also indicating approximate size on packaging



TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL WITH COPY
(translations supplied by A.I.S.E.)



SILENT
TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL
(if space/ multilingual issues)



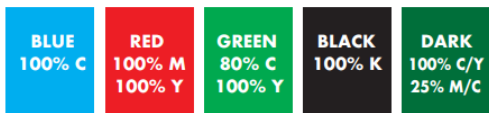
REDUCED COLOR
TRIGGER SPRAY CLEANERS CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT
1/ Futura Bold
2/ Futura Condensed Medium

Studio Notes
To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.



Official A.I.S.E. Translations

English: Apply correctly. Use only for spot cleaning or small areas.	
Bulgarian	Прилагайте правилно. Използвайте само за почистване на петна или малки площи.
Croatian	Ispravno nanesite. Upotrebljavajte samo za čišćenje mrlja ili na malim površinama.
Czech	Aplikujte správně. Používejte pouze pro bodové čištění nebo na malé plochy.
Danish	Anvend korrekt. Brug kun til rens af pletter eller små områder.
Dutch	Correct aanbrengen. Alleen gebruiken voor het reinigen van vlekken of kleine oppervlakten.
Estonian	Kanda õigesti pinnale. Kasutada ainult pleki eemaldamiseks või väikestel pindadel.
Finnish	Käytä oikein. Käytä vain tahranpoistoon tai pienelle alueelle.
French	Appliquer avec précaution. Utiliser uniquement sur les salissures ou sur de petites surfaces.
German	Sparsam anwenden. Nur zur Reinigung von kleinen Flächen.
Greek	Κάνετε σωστή εφαρμογή. Χρησιμοποιείτε το μόνο για καθαρισμό του σημείου του λεκέ ή μικρών επιφανειών.
Hungarian	Alkalmazza helyesen. Csak foltok vagy kis területek tisztítására használja.
Icelandic	Notið vöruna rétt. Notið hana aðeins til blettahreinsunar eða á lítil svæði.
Italian	Applicare correttamente. Utilizzare solo per la pulizia di macchie o di piccole superfici.
Latvian	Piemēro pareizi. Izmantot tikai vietās tīrīšanai un maziem laukumiem.
Lithuanian	Teisingai naudokite. Naudoti tik dėmių/nešvarumų valymui arba mažam plotui valyti.
Maltese	Applika l-prodott korrettament. Uża biss għal tindif ta' irqajja jew partijiet żgħar.
Norwegian	Påføres riktig. Brukes kun til punktrensing eller mindre områder.
Polish	Stosuj zgodnie zaleceniami. Używaj jedynie na małych powierzchniach lub do usuwania punktowych zabrudzeń.
Portuguese	Aplique corretamente. Use apenas para limpeza localizada ou de pequenas áreas.
Romanian	Aplicați corect. Folosiți numai pentru curățarea petelor sau a suprafețelor mici.
Serbian	Primenjivati pravilno. Koristiti samo za čišćenje jednog mesta ili na malim površinama.
Slovak	Aplikujte správne. Používajte len na bodové čistenie (cielené čistenie škvŕn) alebo na malé plochy.
Slovenian	Nanašajte pravilno. Uporabljajte samo za čiščenje manjših površin.
Spanish	Aplicar correctamente utilizar sólo para la limpieza de manchas o en pequeñas
Swedish	Applicera på rätt sätt. Används bara för fläckborttagning eller på små ytor
Turkish	Ürünü doğru uygulayın. Yalnızca lekeyi temizleme ya da küçük alanlarda kullanın.



English: Save packaging recycle or refill	
Bulgarian	Спестявайте опаковки- рециклирайте или пълнете отново опаковката.
Croatian	Štedljivo postupajte s ambalažom - reciklirajte.
Czech	Šetřete obalové materiály – recyklujte nebo znovu naplňte.
Danish	Spar emballagen – genbrug eller genopfyld.
Dutch	Bespaar verpakking door recycleren of navullen.
Estonian	Säästa pakendit – taaskasuta või täida uuesti.
Finnish	Säästä pakkaus – kierrätä tai täytä uudelleen.
French	Economisez les matériaux d'emballages – recyclez ou utilisez une écorecharge.
German	Verpackung aufbewahren – rezyklieren oder wieder füllen.
Greek	Μην πετάξετε τη συσκευασία – ανακυκλώστε ή ξαναγεμίστε την.
Hungarian	Takarékoskodjon a csomagolással –újrahasznosítással vagy újratöltéssel!
Icelandic	Látið umbúðir fara í endurvinnslu.
Italian	Risparmia imballaggio – ricicla o riutilizza.
Latvian	Taupiet iepakojumu – utilizējiet vai uzpildiet atkārtoti.
Lithuanian	Taupykite pakuotes – perdirbkite ar pakartotinai pripildykite.
Maltese	Iffranka l-ippakkeġġjar, irriċikla.
Norwegian	Spar emballasje – resirkuler eller fyll på.
Polish	Oszczędzaj opakowania – przekaż do recyklingu lub napelnij ponownie.
Portuguese	Poupe embalagem - recicle ou use recargas.
Romanian	Reduceți deșeurile din ambalajele – reciclați sau re-utilizați.
Serbian	Sačuvaj ambalažu - recikliraj ili ponovo napuni.
Slovak	Obal uchovajte pre recykláciu alebo opätovné naplnenie.
Slovenian	Z embalažo ravnajte varčno - reciklirajte ali jo ponovno napolnite.
Spanish	No desperdicie el envase: reciclelo o rellénelo.
Swedish	Spara emballaget – återvinn eller fyll på.
Turkish	Ürün ambalajını geri dönüştürme için saklayın.



TOILET CLEANERS PANEL



Technical Guidelines for use

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Wording should be used whenever possible:</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • Dose economically. Use the dosage instructions • Save packaging - recycle • A.I.S.E. © • www.cleanright.eu 	<p>For small packs, "silent" version of panel may be used (i.e. without words), however the elements:</p> <ul style="list-style-type: none"> • A.I.S.E. © • www.cleanright.eu <p>should still be present.</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumers' visibility.</p>	None
Graphical	<p>Small variations are acceptable (see examples above). Note that panel may be horizontal (see examples on other page), or vertical with the icons underneath each other.</p>	None
Colour	<p>Green frame, black text and white background.</p>	<p>A black and white version may be used</p>



Options- in order of preference

also indicating approximate size on packaging



TOILET CLEANERS CLEANRIGHT PANEL
WITH COPY
(translations supplied by A.I.S.E.)



SILENT
TOILET CLEANERS CLEANRIGHT PANEL
(if space/ multilingual issues)



REDUCED COLOR
TOILET CLEANERS CLEANRIGHT PANEL



NEW COLORS - PANTONE



NEW COLORS - PROCESS



If you have problems matching color with your existing ink selection contact A.I.S.E. for advice.

FONT

- 1/ Futura Bold
- 2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for color/ size/ silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.



Official A.I.S.E. Translations



English	Tips for saving water, energy, CO ₂ and money
Bulgarian	Насоки за спестяване на вода, енергия, CO ₂ и пари
Croatia	Savjeti za uštedu vode, energije, CO ₂ i novca
Czech	Tipy pro úsporu vody, energie, CO ₂ a peněz
Danish	Tips til at spare på vand, energi, CO ₂ og penge
Dutch	Tips om water, energie, geld te besparen en CO ₂ te verminderen
Estonian	Soovitused vee, energia, CO ₂ ja raha säästmiseks
Finnish	Vinkkejä veden, energian, CO ₂ :n ja rahan säästämiseksi
French	Astuces pour économiser de l'eau, de l'énergie, du CO ₂ et de l'argent
German	Spartipps für Wasser, Energie, CO ₂ und Geld
Greek	Συμβουλές εξοικονόμησης νερού, ενέργειας, χρημάτων και μείωσης των εκπομπών CO ₂
Icelandic	Ráð um sparnað á vatni, orku, CO ₂ og peningum
Italian	Suggerimenti per risparmiare acqua, energia, CO ₂ e denaro
Latvian	Ieteikumi ūdens, enerģijas, CO ₂ un naudas ietaupīšanai
Lithuanian	Vandens, energijos, CO ₂ ir pinigų taupymo rekomendacijos.
Magyar	Tippek víz, energia, pénz valamint CO ₂ megtakarításához.
Maltese	Suġġerimenti għall-iffrankar tal-ilma, l-enerġija, CO ₂ u flus
Norwegian	Tips for å spare vann, energi, CO ₂ og penger
Polish	Porady dotyczące oszczędzania wody, energii, emisji CO ₂ i pieniędzy
Portuguese	Conselhos para poupar água, energia, CO ₂ e dinheiro
Romanian	Sfaturi pentru economisirea apei, energiei, banilor și reducerea emisiilor de CO ₂
Serbian	Saveti za uštedu vode, energije, CO ₂ i novca



Slovak	Odporúčania ako ušetriť vodu, energiu, CO ₂ a peniaze
Slovenian	Nasveti za varčevanje z vodo, energijo, CO ₂ in denarjem
Spanish	Consejos para ahorrar agua, energía, CO ₂ y dinero
Swedish	Tips för att spara vatten, energi, CO ₂ och pengar
Turkish	Su, enerji, CO ₂ ve para tasarrufu için öneriler
English	Dose economically. Use the dosage instructions
Bulgarian	Дозирайте икономично. Следвайте инструкциите за дозиране
Croatian	Koristite štedljivo. Pridržavajte se uputa za doziranje
Czech	Dávkujte úsporně. Postup podle návodu na dávkování
Danish	Doser korrekt. Følg doseringsinstruktionerne
Dutch	Doseer spaarzaam. Volg de doseringsinstructies
Estonian	Doseerige majanduslikult mõistlikult. Kasuta doseerimise instruksioone
Finnish	Annostele taloudellisesti. Noudata annosteluohjeita.
French	Dosez de manière économique. Respectez les instructions de dosage
German	Sparsam verwenden. Dosieranweisungen beachten
Greek	Κάντε οικονομία στη δόσολογία. Ακολουθείτε τις οδηγίες δόσολογίας
Icelandic	Notið sparlega. Farið eftir skammtaleiðbeiningunum
Italian	Per un corretto dosaggio consulta le istruzioni
Latvian	Lietojiet ekonomiski. Izmantojiet dozēšanas instrukcijas
Lithuanian	Naudokite taupiai. Laikykites dozavimo instrukcijų.
Magyar	Adagoljon gazdaságosan! Kövesse az adagolási javaslatokat!
Maltese	Uża ekonomikament. Uża l-istruzzjonijiet tad-dożaġġ
Norwegian	Doser forsiktig. Bruk doseringsinstruksjonene
Polish	Dozuj ekonomicznie. Skorzystaj z instrukcji dozowania
Portuguese	Doseie economicamente. Verifique as instruções de dosagem
Romanian	Dozați în mod economic. Respectați instrucțiunile de dozare.
Serbian	Dozirati ekonomično. Dozirajte prema uputstvu
Slovak	Dávkujte ekonomicky. V súlade s návodom na dávkovanie
Slovenian	Dozirajte varčno. Upoštevajte navodila za odmerjanje
Spanish	Dosifique correctamente. Siga la instrucciones de dosificación
Swedish	Dosera ekonomiskt. Följ doseringsanvisningarna.
Turkish	Dozu ekonomik olarak ayarlayın. Dozajlama talimatına uyun



English	Save packaging – recycle
Bulgarian	Запазете опаковката - рециклирайте
Croatian	Štedljivo postupajte s ambalažom- reciklirajte
Czech	Obaly recyklujte
Danish	Spar på emballagen – aflever til genanvendelse
Dutch	Bespaar verpakkingsmateriaal – recycleer
Estonian	Säästa pakendit – taaskasuta
Finnish	Säästä pakkaus – kierrätä
French	Economisez les matériaux d'emballage - recyclez
German	Verpackung richtig entsorgen
Greek	Εξοικονομείστε συσκευασία-ανακυκλώστε
Icelandic	Sparið umbúðir, endurvinnið
Italian	Risparmia imballaggio - ricicla
Latvian	Taupiet iepakojumu – pārstrādājiet
Lithuanian	Atiduokite pakuotę perdirbti.
Magyar	Csökkentse a csomagolási hulladék mennyiségét újrahasznosítással!
Maltese	Erfa' l-ippakkjar – irriċikla
Norwegian	Spar emballasje – resirkuler eller fyll på
Polish	Oszczędzaj opakowania - przekaż do recyklingu
Portuguese	Poupe embalagem-recicle.
Romanian	Economisiți ambalaj - reciclați.
Serbian	Sačuvaj ambalažu - recikliraj
Slovak	Obaly recyklujte
Slovenian	Z embalažo ravnajte varčno - reciklirajte
Spanish	Ahorre envases - recicle
Swedish	Spara förpackningsmaterial - återvinn
Turkish	Ambalaj tasarrufu yapın - geri dönüştürün



CLEANRIGHT PANEL - NOT PRODUCT SPECIFIC



Technical Guidelines for use

Element	Recommended minimum	Optional (at discretion of individual companies)
Wording	<p>Agreed wording should be used wherever possible (and wherever applicable according to the product type):</p> <ul style="list-style-type: none"> • Tips for saving water, energy, CO₂ and money • www.cleanright.eu • © A.I.S.E. 	<p>For small packs, a “silent” version has been developed, however, the www.cleanright.eu address is the minimum one to be featured</p>
Positioning	<p>Wording positioning may be varied to best suit pack layout and consumer’s visibility.</p>	None
Graphical layout	<p>Small variations are acceptable (see alternatives on other page)</p>	None
Colour	<p>Green frame, white or black font.</p>	<p>A black and white version may be used.</p>



Colours

NEW COLOURS - PANTONE



NEW COLOURS - PROCESS



If you have problems matching colour with your existing ink selection contact A.I.S.E. for advice.

Font

1/ Futura Bold

2/ Futura Condensed Medium

Studio Notes

To be positioned on visible panel of carton. Current A.I.S.E. guidelines for colour/size/silent panel to be followed. Pre-approved translations supplied by A.I.S.E. to be used.

In case of question, please contact A.I.S.E. at aise.main@aise.eu

Official A.I.S.E. Translations

English	Tips for saving water, energy, CO2 and money
Danish	Tips til at spare på vand, energi, CO2 og penge
French	Astuces pour économiser de l'eau, de l'énergie, du CO2 et de l'argent
Italian	Suggerimenti per risparmiare acqua, energia, CO2 e denaro
Spanish	Consejos para ahorrar agua, energía, CO2 y dinero
German	Spartipps für Wasser, Energie, CO2 und Geld
Dutch	Tips om water, energie, geld te besparen en CO ₂ te verminderen
Portuguese	Conselhos para poupar água, energia, CO2 e dinheiro
Greek	Συμβουλές εξοικονόμησης νερού, ενέργειας, χρημάτων και μείωσης των εκπομπών CO ₂
Swedish	Tips för att spara vatten, energi, CO2 och pengar
Finnish	Vinkkejä veden, energian, CO ₂ :n ja rahan säästämiseksi
Norwegian	Tips for å spare vann, energi, CO2 og penger
Icelandic	Ráð um sparnað á vatni, orku, CO2 og peningum
Czech	Tipy pro úsporu vody, energie, CO2 a peněz



Estonian	Soovitused vee, energia, CO ₂ ja raha säästmiseks
Magyar	Tipppek víz, energia, pénz valamint CO ₂ megtakarításához.
Lithuanian	Vandens, energijos, CO ₂ ir pinigų taupymo rekomendacijos.
Latvian	Ieteikumi ūdens, enerģijas, CO ₂ un naudas ietaupīšanai
Maltese	Suġġerimenti għall-iffrankar tal-ilma, l-enerġija, CO ₂ u flus
Polish	Porady dotyczące oszczędzania wody, energii, emisji CO ₂ i pieniędzy
Slovak	Odporúčania ako ušetriť vodu, energiu, CO ₂ a peniaze
Slovenian	Nasveti za varčevanje z vodo, energijo, CO ₂ in denarjem
Turkish	Su, enerji, CO ₂ ve para tasarrufu için öneriler
Bulgarian	Насоки за спестяване на вода, енергия, CO ₂ и пари
Romanian	Sfaturi pentru economisirea apei, energiei, banilor și reducerea emisiilor de CO ₂
Croatia	Savjeti za uštedu vode, energije, CO ₂ i novca
Serbian	Saveti za uštedu vode, energije, CO ₂ i novca

