



# Working together for over 70 years

## The history of a sustainable industry



## Foreword

In 70 years A.I.S.E. has grown from a handful of associations collaborating to secure the availability of materials post-war, into a pan-European organisation representing over 900 companies across over 30 markets.

The history of A.I.S.E. mirrors the history of the European Union itself: the vision of a few brave individuals determined to build a better future based on cooperation between nations, people and industries. Just as the EU has its founding fathers, so A.I.S.E. acknowledges the role of key individuals whose vision for international collaboration led to the establishment of this dynamic trade association that we are proud to lead today.

Our association has always been a role model. From leading the way in European cooperation in the early days to proudly pioneering sustainability for almost 30 years, including the introduction of our ground-breaking Charter for Sustainable Cleaning. Most recently, we led by example once again as we worked to assure the supply of essential cleaning and hygiene products to combat a global pandemic.

Over the seven decades since A.I.S.E. was established the whole process of cleaning and washing has been transformed, in response to people's habits and expectations. The products themselves are barely recognisable compared to those used just two generations ago, and work that once required many hours and significant 'elbow grease' is now achieved at the flick of a switch and in a fraction of the time.

This evolution in the cleaning and detergents products industry has been accompanied by a full-on revolution in our societal order. Liberated from the kitchen sink and domestic chores, women have been free to take their place alongside their male counterparts and pursue careers and ambitions outside of the home, including leading roles in the vibrant cleaning industry.

Modernisation of the European lifestyle meant a surge in travel, holidays and eating out. So, the next time you fill the washing machine, pop a tablet in the dishwasher, or enjoy a meal in the airport, take a moment to reflect on the value that this industry brings to society.

Yours sincerely,

Susanne ZÄNKER,  
A.I.S.E. Director General

Nadia VIVA,  
A.I.S.E. President

## Table of contents

Creation & growth: A timeline .....	1
The history of A.I.S.E.: The early years.....	2
Evolution and innovation through the decades.....	8
Driving sustainability progress .....	24
Engaging with our users.....	26
The strength of the network .....	28
Vision for the Future.....	33
Photo gallery.....	inside back cover

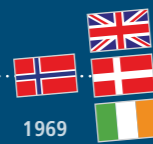


# Creation and growth of the European industry association

JOINED EU



1957



1969 1973



1981



1986



1995



2004



2007



2013

## EUROPE

Creation of Benelux Economic Union  
**1948**

Treaty of Paris signed by the Benelux, Germany, France and Italy establishes the European Coal and Steel Community (ECSC)

**1951**

Treaty of Rome signed by the Benelux, Germany, France and Italy establishes the European Economic Community (EEC)

**1958**

Establishment of the European Free Trade Association (EFTA)

**1960**

Harmonisation of taxes duties for soap raw materials

**1963**

Introduction of hygiene programme for schools

**1963**

**1952**  
International Association of Soaps and Detergents (AIS) founded, with office in Paris

Progressive voluntary introduction of biodegradable surfactants for laundry products

**1964**

EEC directive on classification, packaging & labelling of dangerous substances

Creation of FIFE

**1967**

EEC Directives on biodegradability of anionic and non-ionic surfactants

Introduction of European monetary system

**1973**

Creation of the European Council

**1974**

First direct election of the European Parliament

**1979**

Creation of the Directorate-General for Environment within the European Commission

**1981**

AIS granted consultative status within U.N. and its agencies

**1981**

**1973**

Industry guidelines for testing textile washing products

**1974**

AIS moves closer to the EU institutions in Brussels

**1984**

AIS/FIFE develop and promote safety pictograms for industrial and institutional products

Brundtland report "Our common future" introduces sustainability concept

Entry into force of the European Single Act

**1987**



Adoption of the flag as the emblem of the Union

**1986**

EEC directive on classification, packaging & labelling of dangerous preparations

**1988**

AIS organised the first European workshop on the "Principles for Environmental Risk Assessment of Detergent Chemicals"

AIS / FIFE members sign voluntary agreement on ingredient labelling, officialised by EC Recommendation

**1989**

EEC Urban Waste Water Treatment Directive

**1991**

Signing of Maastricht Treaty launching the European Union (EU)

**1992**

Treaty of Amsterdam transfers certain powers from national governments to the European Parliament

**1997**

EU Packaging and Packaging Waste Directive

**1994**

Merger of AIS and FIFE to form A.I.S.E.

**1996**

Voluntary Code of Good Environmental Practice for household laundry detergents

**1998**

**1991**

Creation of ERASM, a joint initiative with the surfactants industry (CESIO) for risk assessment of surfactants

**1992**

Organisation of the 2nd and 3rd (1995) industry workshops on risk assessment

**1992**

EU Biocidal Products Directive

**1998**

A.I.S.E. and chemical manufacturers, through CEFIC, develop the HERA project on Human & Environmental Risk Assessment

**1999**

Completion of GREAT-ER project

**1999**

EU Water Framework Directive

**2000**

EU White Paper on Chemical Substances

**2001**

Creation of DUCC (Downstream Users of Chemicals Coordination Group)

**2001**

The Euro (€) becomes the common currency in 12 EU countries

**2002**

Launch of international cooperation via INCPA

**2003**

A.I.S.E. launches Charter for Sustainable Cleaning

**2004**

A.I.S.E. vision and strategy is revised to ensure the association is agile, proactive and solution oriented

**2005**

Launch of European partnership between EU Commission and industry for alternatives to animal testing (EPAA)

**2005**

Did you know that a Belgian SME supplies a specialty surfactant to clean machinery which prints banknotes, a high security business enabled with our industry's know-how.

EU Detergents Regulation

**2005**

A.I.S.E. became an official stakeholder of newly founded ECHA

**2006**

Launch of DetNet, an industry platform for classification and labeling according to CLP

**2007**

A.I.S.E. relaunched Charter 2020+

**2007**

A.I.S.E. takes up seat on EU CSS High-Level Round Table

**2009**

EU CLP Regulation

**2009**

The Treaty of Lisbon for the first time clarifies the powers of the Union

**2009**

EU Biocidal Products Regulation

**2012**

UN GHS integrates 'Keep away from children' icon

**2017**

European Green Deal launched, including CEAP, CSS, Zero Pollution, Industrial Strategy

**2017**

Great Britain leaves the EU (Brexit)

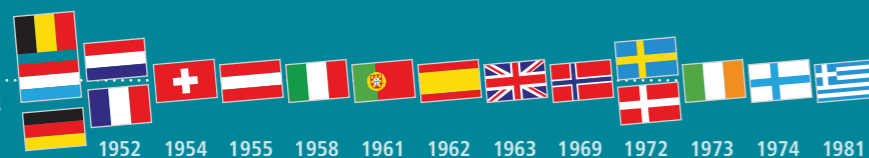
**2020**

A.I.S.E. celebrates its 70th anniversary

**2023**

## INDUSTRY

JOINED A.I.S.E.



1990



1995



2000 2001



2002



2004



2006



2010



2023

The following countries have also been association members over the years: Australia, Cyprus, Iceland, Russia & Tunisia

## THE HISTORY OF A.I.S.E. • PART 1 The 1940s, 1950s & 1960s

# Working to rebuild trade, post WW2

A.I.S.E. owes its existence to a handful of visionary individuals committed to developing trade and free movement in post-war Europe.

The leaders of the Dutch and Belgian soaps and detergents industry associations – NVZ and TRACOGRAS – took their inspiration from the recently formed Benelux Economic Union.

They reached out to their counterparts in France and West Germany, with the proposal to establish an industry organisation that would work together and speak with one common voice.

Draft statutes were drawn up in Marseille, the birthplace of soap, and officialised in Antwerp in 1952, setting up the International Association of Soaps and Detergents (AIS), aiming to expand the recent coal and steel unity to establish a single market for washing and cleaning products and their raw materials.

### TAKING A LEAD IN EUROPEAN COOPERATION

As one of the very first industry associations AIS prompts much interest in government circles. Several federal economic ministers, commercial attachés and ministry representatives are present at the signing of its statutes. Furthermore, AIS personnel are recognised as early adopters in international cooperation. AIS founding father R.A.H.M Dobbelman is made chair of the Soaps and Detergents Committee of the OEEC, the forerunner of the OECD. When the Treaty of Rome was signed in 1958 by the six founding countries - Belgium, France, Italy, Luxembourg, the Netherlands and West Germany – each of these countries is already collaborating through AIS.

*"The international association that we have created today is already responding to the needs of more than 100 million consumers. Hence, we are convinced that we have created an organisation to be integrated into the framework of the future European Community."*

G. Oedenkoven, President of the Belgian Association, 1952



First Executive Committee of AIS in 1952 with founding fathers (L to R) Mr Breckwoldt (DE), Mr. Oedenkoven (BE/LU), Mr. Cleuet (FR), Mr. Dobbelman (NL) & Mr. Mayole (FR)



AIS Congress dinner, 1965, Cannes, France

RECETTES.		DEPENSES.	
	Fr		Fr
<b>COTISATIONS.</b>		<b>FRAIS DE PERSONNEL.</b>	
Allemagne	90.000	Traducteurs et Secrétaires :	32.000
Autriche	35.000	Secrétaire Général et	150.000
Belgique	50.000	Secrétaires d'Associations :	182.000
France	90.000	<b>FRAIS DE BUREAU.</b>	
Pays-Bas	50.000	Fournitures de bureau :	35.000
Suisse	35.000	Participation aux frais de	
	=====	Loyer - Chauffage - Boisage	50.000
	350.000	& Entretien de "Tracogras" :	85.000
		<b>FRAIS D'ORGANISATION.</b>	
		Assemblée Générale annuelle :	30.000
		Frais de réception et de Mission :	20.000
		Interprètes :	70.000
		<b>IMPREVUS.</b>	
		Frais divers :	13.000
		<b>TOTAL :</b>	<b>350.000</b>

AIS budget in 1958

Participants at the AIS Board meeting, 1956

Key AIS figures were duly honoured for the role they played. R.A.H.M. Dobbelman, received royal recognition in Belgium and the Netherlands while J. Donckerwolcke, AIS Secretary General from 1952-74, was awarded the Dutch Order of Nassau in recognition of his contribution to the industry and AIS.

### EVOLVING PRIORITIES

During its early existence AIS focuses on trade and economic issues. As the decades unfold, so its role expands in line with evolving societal priorities and expectations.

In 1952 we see the introduction in Europe of the first synthetic laundry powders which steadily replace hard soap. At the same time, synthetic fibres appear, and domestic washing machines become more widespread, making the whole laundry process less arduous and time consuming. There is even discussion in the press as to what women will do with all their newly found free time, and whether they will be bored!

### NEW CHALLENGES

At the start of the 60's increased use of synthetic laundry powders led to large amounts of foam on surface waters. Governments, scientists and industry joined forces to find the cause and industry came up with solutions. By the end of the decade, ensuring that products are safe for humans and the environment is already a key priority for the sector.



Coverage of the AIS Congress in Cannes in 1965



Signing of the Treaty of Rome, 1957, establishing the EEC



Pierre Costa on right (later AIS Director General) at FIFE meeting in Augsburg, Germany 1970

## THE HISTORY OF A.I.S.E. • PART 2 The 1970s, 1980s & 1990s

# From securing trade to supporting human and environmental safety

As AIS becomes established as an association so the focus of its work gradually shifts from trade and ingredient availability to safety for humans and the environment.

These decades are marked by wide innovation. Studies explore the use of a variety of substances in cleaning and maintenance products. A host of new product formulations are introduced - from phosphate replacement ingredients and low temperature bleaches to anti-bacterial cleaners and biodegradable surfactants.

The period also sees the development of new liquid and gel-like products for scouring and laundry, and a switch from glass containers to plastic ones for safety reasons. Size standards for washing product packaging are also adopted, along with a single system of palletisation.



### A FRONTRUNNER, COOPERATING TO SHAPE REGULATION

Guided by a science and evidence-based approach, AIS takes a lead in introducing a range of voluntary safety initiatives ahead of legislation - including the A.I.S.E. Code of Good Environmental Practice for Household Laundry Detergents, Washright and Safe and Sustainable Use Panels. These industry-led initiatives will go on to shape EU legislation and establish European recommendations that will become standards across the sector.

The association draws on its core values of cooperation and teamwork once again as it works to explain science to legislators in order to deliver sound solutions for society. The sector pioneers the use of lifecycle analysis (LCA) as the basis of all decision making and we begin to consider the impact across the whole value chain.



A.I.S.E. promotes the Washright campaign at the EU institutions in Brussels, 2001



Compaction of detergent products leads to substantial environmental savings in the last 25 years



A.I.S.E. Code of Good Environmental Practice, 1997



4th World Conference on Detergents, Montreux, 1998

By now, AIS is already addressing the general public through various communication programmes. It is one of the first associations to emphasise the important role of users in taking voluntary action to drive sustainable washing and cleaning. By the 1990s, with a wealth of European legislation being introduced to regulate our sector – from chemical risk assessment, packaging and packaging waste through to the EU Unit Pricing and biocidal products – A.I.S.E. is dealing with an ever-increasing workload.

### GROUNDBREAKING SCIENTIFIC RESEARCH, WELL AHEAD OF LEGISLATION

In 1996, with concerns for human health and the environment building, A.I.S.E. develops the groundbreaking HERA project on Human & Environmental Risk Assessment, working with chemical manufacturers through CEFIC. HERA is a significant achievement which predates the EU's REACH legislation (Registration, Evaluation, Authorisation and Restriction of Chemicals) by several years and demonstrates our industry's determination to tackle difficult challenges and work to manage substances responsibly.

In this same year, we see the merger of AIS and FIFE, two industry associations with 31 common national association members, who together represent the soaps, detergents and maintenance products industries, creating the International Association for Soaps, Detergents and Maintenance Products, or A.I.S.E. as we know it today.



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



From left, Pierre Costa & Anne-Marie Rodeyans at FIFE meeting, 1981



AIS moves to Brussels closer to the European institutions

## THE HISTORY OF A.I.S.E. • PART 3 The new millennium, 2010s & 2020s

# In addition to safety, driving sustainability and circularity

The dawn of the new millennium sees A.I.S.E. placing significant focus on the sustainability of its products and industry. This goes beyond its established environmental work to include the broader pillars of sustainability and consider the impact and opportunities the sector can deliver for Europe's citizens and economy.

A.I.S.E. recognises the importance of cooperation in achieving a truly sustainable European society. Its flagship Charter for Sustainable Cleaning, launched in 2004, is ground-breaking in its scope and ambition. It sets a clear vision for the sector and reassures policymakers of the industry's commitment to deliver.

### TAKING A LEAD IN VOLUNTARY INITIATIVES

The Charter sets the pace for innovation and voluntary initiatives over the decades to come. It is followed by a series of ambitious programmes: safe use icons are introduced for consumer products; a campaign promotes washing at lower temperatures to reduce the impact of the use phase; a series of compaction projects across liquids and powders deliver huge environmental savings through concentrated products, more efficient use of resources and transport savings. A.I.S.E. is unique in encouraging its users to use less rather than more of its products!



A.I.S.E. SME Day, Brussels, 2013

### FOCUS ON HYGIENE

With the role that its products deliver to society well established, A.I.S.E. is free to place increasing focus on core values such as hygiene and wellbeing benefits in the consumer and professional sectors. While hygiene in professional settings was always vital it is starting to receive wider public attention. A.I.S.E.'s collaboration with the International Scientific Forum (IFH) and its joint report on the concept of Targeted Hygiene meant that when Covid-19 struck, the industry was prepared and able to dispense advice and maintain supply of critical hygiene products.

### STAKEHOLDER OUTREACH

From its inception, A.I.S.E. has been politically engaged, working alongside scientists, policymakers and partners to find solutions to common challenges and shape the regulatory landscape. Currently, much of the key legislation regulating our sector is being overhauled as a part of the European Commission's



A.I.S.E. SME members attend a sitting at the European Parliament



INCPA in  
Florida, 2023



NAC network meeting in Madrid, 2022

Chemicals Strategy for Sustainability (CSS). The most significant shift in chemicals policy in almost 20 years, it includes revision of CLP, REACH and the Detergent Regulation and will set the stage for years to come.

We are honoured to hold a seat at the Commission's High-Level Roundtable on the implementation of the CSS and support its aim to prioritise human health, the environment and the competitiveness of EU industry.

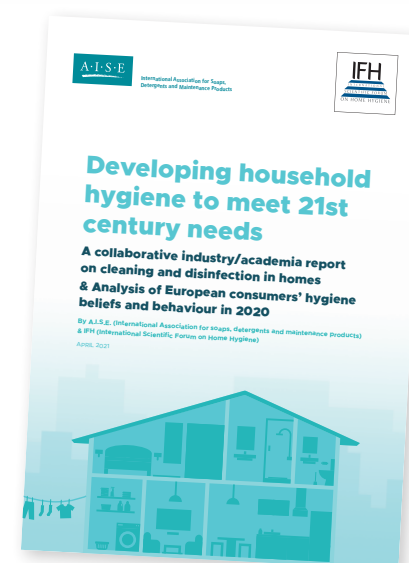
### AN ADDED-VALUE NETWORK

Our network has expanded steadily over seven decades. It includes corporate members - SMEs and multinational companies, and national associations representing companies of all sizes that are well-connected and active locally. Together with associate members in the value chain, the A.I.S.E. network benefits from valuable insights and added value.

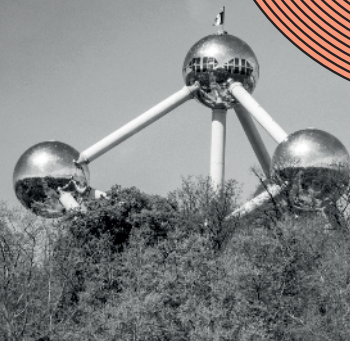
### COOPERATING THROUGHOUT THE VALUE CHAIN

A.I.S.E. cooperates with partners up and down the value chain, e.g. through DUCC the Downstream Users of Chemicals Coordination Group, through industry alliances on subjects including digitalisation and packaging, and on horizontal issues such as the need for a harmonised Single Market.

It also creates the first international platform for exchange of best practices and information sharing via INCPA, the International Network of Cleaning Products Associations.



# THE 1950s



The brainchild of the Dutch and Belgian soaps and detergent industries, AIS is founded in 1952 with the primary objective of promoting cross border trade and cooperation in post war Europe.

While economic considerations are its primary focus in the early days, the industry nevertheless begins to innovate and develop new products and formulas as society opens up after years of rationing. It also adapts its packaging to replace glass with plastic containers that are safer and reduce spillage.

## A spirit of partnership

The courage and foresight that the creation of AIS represented in 1952, just seven years after WW2, should not be underestimated. Thanks to small producers coming together through their national associations, the industry secures its own future while also supplying Europe with essential cleaning and maintenance products.



AIS Congress in Cannes, France 1965 with AIS President Mr. Breckwoldt (5th from L) & Mr. Costa (7th from left), later AIS Director General

## Pushing the boundaries of science - development of the first synthetic powders

Synthetic surfactants have already begun to replace soap in the professional market but are now also introduced in consumer products such as hand dishwashing and all-purpose cleaners. The first synthetic laundry powders and detergents are developed during this period in response to the rise in domestic washing machines and the continuing scarcity of soap. New product formulations are also introduced, designed for use in the washing of clothes and laundry made with modern, innovative clothing fabrics that have specific washing requirements.



## An early mover in assessing environmental impact

As synthetic surfactants substitute soap, foam is observed on surface waters. The industry makes a first assessment of its environmental impact, guided by sound science and evidence-based studies. This focus on environmental responsibility is way ahead of its time in the 1950s and serves as evidence of our sector's willingness to act as a responsible player, prepared to embrace new concepts and challenges.

PRODUCT INNOVATION

Starting from end synthetic surfactant (TPBS) substitutes more and more scarcely available soap in cleaning products

THE 1950s

First synthetic washing machines powders

Fast growth of consumer washing machines

Introduction of general purpose cleaners and hand dish-washing liquids on the consumer market

Shift from glass to safer plastic bottles for dishwash products – a packaging revolution



# THE 1960s



Trade is still high on the AIS agenda at the start of the swinging 60s. Our industry benefits from the establishment of the European Free Trade Area, and the creation of a customs union within the EEC which results in the progressive harmonisation of taxes and duties.

Innovation gathers pace with many new products and ingredients introduced. Detergent products that contain enzymes emerge. They reduce energy consumption when cleaning, tackle specific stains and remove soap and scum mineral deposits while still maintaining cleaning performance. The first fabric softeners and low foaming detergents for drum washing machines also begin to appear.

## Pioneering the concept of biodegradability

As the relationship between molecular structure and foam on surface waters is discovered. AIS members develop new, biodegradable surfactants which eliminate the problem.



## FIFE is established

With AIS proving a success, in 1967 an association solely for the maintenance products sector is also established. Its mission is to study all measures that support the development of the sector and safeguard the interests of the maintenance products industry.



## Pushing the boundaries of science through innovation

The innovative 60s see scientific studies exploring the use of phosphates in detergents, the toxicity of soaps, detergents and their raw materials and additives, product contamination in contact with foodstuffs and the effects of detergents on humans and mammals. Further work examines other facets of the industry – including a yearly enquiry on labour costs, a comparative study on productivity, and studies on the adoption of tax regulations and abolition of the indication of the country of origin on goods.

## Cleaning in Place

Further automation of the food and beverage industry took off in the 60s which required new and faster cleaning techniques. The AIS professional market responded with the introduction of 'cleaning in place' (CIP) products and computer-controlled CIP for use in cleaning pipework, pumps and tanks. In sectors ranging from catering to health-care, professional cleaning is increasingly required to deal with very specialised needs and services, which are every bit as important as the products themselves. Customers need tailored solutions as well products, and AIS members rise to the challenge with complete service offerings for industrial and institutional applications.



PRODUCT INNOVATION

THE 1960s

Introduction of fabric softeners and low foaming detergents for drum washing-machines



First household soaking products containing enzymes

Introduction of 'cleaning in place' products for institutional use



Development of several biodegradable surfactants for laundry products

Introduction of several automatic dishwasher products, eg dish wash rinse aid



Introduction of first aerosol air fresheners

First standard packaging in France followed by other countries

THE

# 1970s



By the 1970s, innovation based on robust scientific principles and data is in full swing. The industry's research and development departments explore new technologies and address challenges and opportunities.

AIS members introduce phosphate replacement ingredients, low temperature bleach and products with built-in softeners. New lines including liquid scouring products and amphoteric surfactants for metal cleaning come onto the market as well as different forms of products such as gel-like bleaches and liquid laundry products.

A permanent dialogue is established between the soap industry and consumer organisations through the European association, BEUC, which facilitates information to support consumers in washing and cleaning safely and efficiently. Later in the decade the EC publishes its policy on consumer protection and the information action programme.

Our industry undertakes several pieces of research into environmental impact with findings and implications that predate EC initiatives in the field.

## Pushing the boundaries of science through research

Scientific studies abound as the industry explores new ingredients and formulas and considers the wider impact of its products. We see studies on the use of enzymes in detergents and on the use of alcohol in household and hygiene products - also research on the physical parameters of detergents and the variables of the washing process. Toxicity data on ingredients used in detergents and maintenance products is collected.



## Study on enzymes in detergents

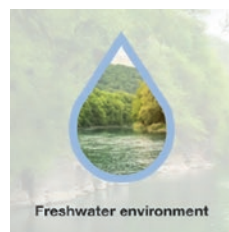
Industry players undertake research into the impact of enzymes in detergents with a major study launched in 1972 to explore impact and solutions which will go on to have major implications for future formulations.

Enzymes are introduced as ingredients in cleaning products in the early 1960s and widely used in the decades that follow thanks to their innovative and wide-ranging functionalities such as stain removal at low temperatures. Enzymes are also readily biodegradable, resulting in no negative environmental impact.



## Research into water pollution

The industry launches studies into the impact of cleaning and maintenance products on water. There is research into the behaviour of cationic agents in waste waters as well as a study on tensioactive concentrations in natural waters.

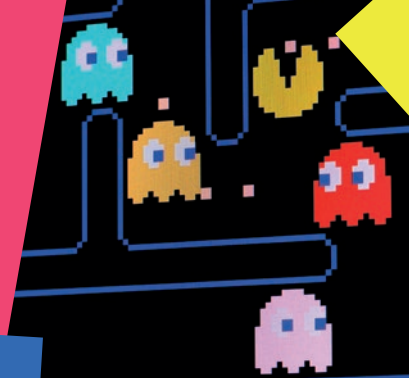


PRODUCT INNOVATION





# THE 1980s



With the creation of a Directorate-General for Environment within the European Commission at the start of the decade and the Brundtland report 'Our common future' towards the end, the 1980s usher in a new era of environmental awareness and introduce the concept of sustainable development for the first time.

Our industry starts to adopt lifecycle analysis approaches in evaluating products and formulations. Automatic dose concentrate products are introduced in the professional sector to reduce waste and drive sustainable use. There is also a range of specialist products introduced for kitchens, bathrooms, floors and walls.

## Environmental impact study

A study is carried out to assess the environmental impact of the main ingredients used in detergents including surfactants, phosphates, NTA, EDTA, perborates, enzymes and brighteners. AIS subsequently publishes 'The Assessment of the environmental safety of detergents' and 'Removal of domestic detergent non-ionic surfactants in an activated sludge sewage treatment plant'. By the end of the 1980s phosphates in laundry detergents are substituted by zeolites.

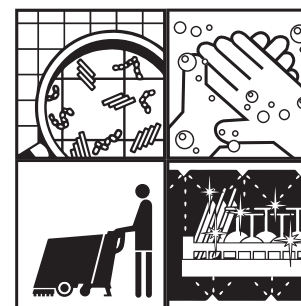
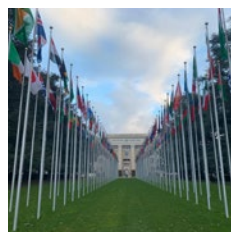


## Pushing the boundaries of science to consider opportunities in packaging and transport

Research work continues with the development of statistical data on packaging waste and exploration of the various packaging formats used by the sector. There was also a study on transport legislation and its impact on the distribution networks of our members.

## UN status granted

AIS is recognised on the global stage and granted consultative status within the United Nations and its special agencies including WHO, RID, ADR, UNEP, GATT, ILO



## Creation of pictograms for professional products

A series of pictograms are developed for use on professional cleaning and maintenance products used in industrial and institutional settings. They demonstrate what a product is used for and how it is intended to be applied and are designed to optimise the correct and efficient use of professional cleaning and care products across Europe. They go on to be widely used throughout Europe, on labels and in training materials, and are particularly appreciated in multilingual environments where language can often be a barrier to clear communication. A.I.S.E. makes the pictograms available for wide use by all manufacturers placing professional products on the market.

materials, and are particularly appreciated in multilingual environments where language can often be a barrier to clear communication. A.I.S.E. makes the pictograms available for wide use by all manufacturers placing professional products on the market.

PRODUCT INNOVATION

THE 1980s

Introduction of liquid laundry products; eg concentrated rinse, conditioners/softeners

Introduction of CFC-free and pump spray air freshener aerosols

Introduction of automatic dose concentrated products for institutional use

Substitution of phosphates by zeolites in laundry detergents

Compact laundry detergents no longer require sodium phosphate

Introduction of specialist cleaning products for kitchens, bathrooms, floors, walls, etc

Introduction of automatic liquid dishwashing products

Voluntary industry agreement for a phase out of bichromate contained in hypochlorites (bleach)

Large-scale deployment of enzymes in detergents and cleaners, reduces overall need for chemicals

Replacement of perborate by sodium percarbonate, safer and lower environmental impact

THE

# 1990s



In the 1990s the EU Single Market becomes a reality. Innovation and scientific development continues with the introduction of compact products, automatic dishwasher tablets, oxygen-based bleaches and the first antibacterial cleaners and disinfectant wipes.

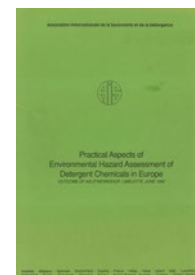
Continuing to take voluntary, industry-led commitments in advance of legislation, A.I.S.E. launches The Code of Good Environmental Practice for Household Laundry Detergents which subsequently leads to an EC recommendation.

Amendments are made to the association's constitution so that the President is now directly elected from a member company, and no longer from a national association. AIS and FIFE merge to form A.I.S.E.

## Limelette workshops and the creation of ERASM

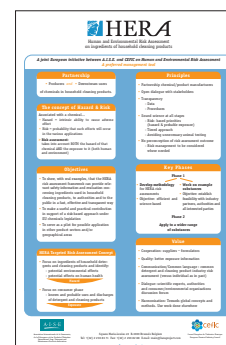
Three industry-initiated workshops on risk assessment, held jointly with the surfactants association, CESIO, establish the principles for environmental risk assessment of detergent chemicals. They lead to the establishment of the joint research platform, ERASM (Environmental Risk Assessment Steering Group). ERASM's research projects cover the key phases of a surfactant's value chain, focusing on the environmental fate and effects of surfactants as well as the consequences of exposure on human health. It goes on to become widely recognised as a centre of excellence for innovative, independent scientific research.

### ERASM



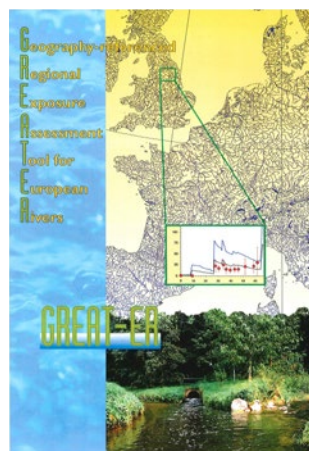
## HERA

Five years before REACH legislation and together with Cefic, our association launches the groundbreaking HERA project – Human and Environmental Risk Assessment – on ingredients of household cleaning products. A voluntary industry initiative, it creates a common risk assessment framework for household cleaning products based on sound science and transparent communication.



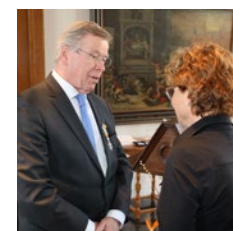
## Pushing the boundaries of science with a focus on issue and risk assessment

The decade is characterised by an industry focus on issue and risk assessment. (see ERASM and HERA below). The GREAT-ER project - Geography-referenced Regional Exposure Assessment Tool for European Rivers – is also completed, foreseeing the concentrations of chemicals in different rivers and taking a realistic, site-specific approach as opposed to averaged models over fictive regions.



## SME Club

SMEs have always played a crucial role in AIS. To further underline this, the SME Club was founded by several A.I.S.E. SME Board members to focus on the specific needs of the over 800 SMEs that run our industry and operate 85% of manufacturing facilities in Europe.



Henk Vossen (Helichem), one of the initiators of the A.I.S.E. SME Club, is awarded the Dutch Order of Nassau in 2021 in recognition of his contribution to industry.

PRODUCT INNOVATION



# THE 2000s



As we welcome a new millennium, so sustainability is placed firmly on the map with the publication of the EU Sustainable Consumption and Production Action Plan and the first World Summit on Sustainable Development, held in South Africa.

Consumer facing initiatives to inform users on the sustainable use of products are high on the A.I.S.E agenda and prompt a range of actions including the multi-lingual cleanright.eu portal which now appears on billions of product packs, the first product stewardship programme for indoor air quality and a series of ambitious compaction projects to reduce the size and environmental impact of detergents.

While the A.I.S.E. Board had previously comprised only national associations, the A.I.S.E. statutes are now changed again so that from 2005 there is equal representation of companies and national associations on the Board.

## A.I.S.E. Charter for Sustainable Cleaning

A.I.S.E. introduces its flagship Charter for Sustainable Cleaning, a voluntary lifecycle-based initiative for encouraging continual improvement in sustainable production, design and consumption. It empowers users to adopt more sustainable cleaning practices both at home and in professional applications. The Charter is open to all manufacturers, distributors and marketers of cleaning and maintenance products, and not limited to A.I.S.E. membership. Data is collected across eight different KPIs to measure performance, with reporting audited by third party external consultants.



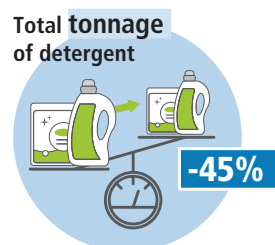
## The creation of DUCC



With REACH growing in prominence, A.I.S.E. is instrumental in founding the Downstream Users of Chemicals Co-ordination Group (DUCC) bringing together 11 European associations to speak as one. Today, it is considered by EU authorities as the trusted and unanimous voice of the downstream users of chemicals. The group is actively involved in the legislative process, contributing to the European chemicals policy debate. Its key principles are to keep safe use and science at the heart of all legislative decisions, enable innovation and competitiveness, align with global standards and secure a smart transition to the digitalisation of information.

## Pushing the boundaries of science to compact laundry detergents

Process technology innovation has enabled compaction of both powder and liquid laundry detergents. In the beginning, compaction was facilitated by taking out water and fillers: then it became more sophisticated by using new performance ingredients like enzymes and polymers which have a high performance with low concentrations in the formula. These innovative changes mean dosage was reduced by 50% over 20 years, saving an estimated 30 million tonnes of detergent whilst securing equivalent cleaning performance, and bringing huge environmental savings.

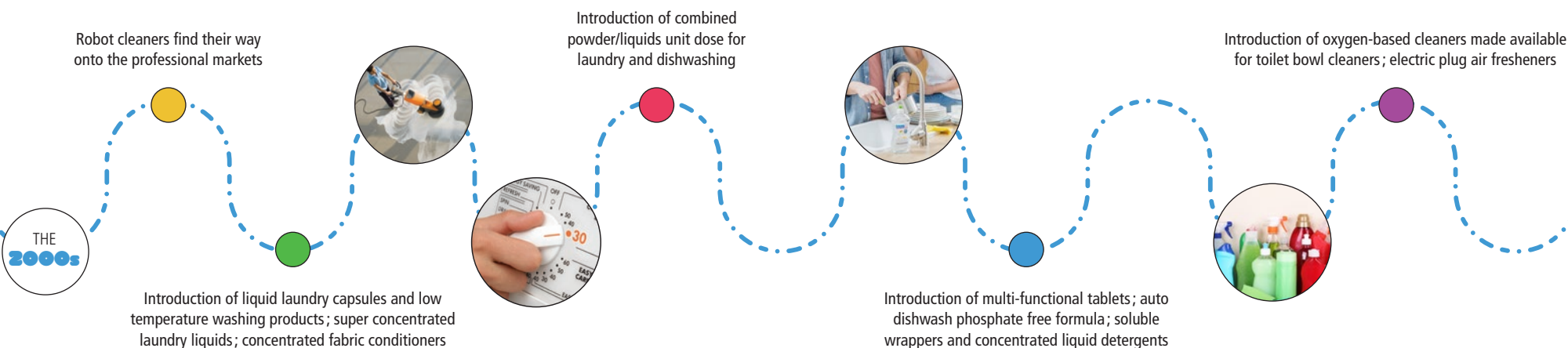


## Safe Use Icons

A.I.S.E. develops a set of safe-use icons for use by companies placing cleaning, detergents and maintenance products on the EU market. They provide clear, consumer-focused messages on how to use the products at home and are available with safe use sentences in each of the EU languages. They are used across a range of product categories and provide a harmonised, visual approach to communicate important safety information.



PRODUCT INNOVATION



# THE 2010s



During this decade A.I.S.E. launches a range of voluntary industry initiatives to drive sustainability throughout the sector. While the environmental pillar has been in place for over 50 years, the social and business pillars gain equal footing and A.I.S.E. not only involves the user in the process but also lays emphasis on the industry's values through its communication.

The Charter for Sustainable Cleaning is updated to introduce an Advanced Sustainability Profile dimension and a Product Resource Efficiency Project for laundry detergents and fabric conditioners is launched.

We extend our consumer facing initiatives with the 'I Prefer 30°' campaign providing consumers with advice on how to wash at lower temperatures, and our work with the candle association on the quality of indoor air becomes a CEN standard covering a testing protocol on candle emission limits.

On the innovation front, the sector introduces laundry sheets, liquid capsules for cleaning floors and cleaners to remove limescale and prevent dirt residues in washing machines. In the professional cleaning sector a controlled dosing technology for detergents is introduced.

## 'Keep out of reach of children' icon included in UN Purple Book

A.I.S.E. is proud to have its 'Keep out of reach of children' icon included in the revised UN Globally Harmonised System of classification and labelling of chemicals – the Purple Book.



## Product stewardship for liquid detergent capsules

Our first stewardship programme for liquid detergent capsules is launched to prevent accidental exposure. All major manufacturers sign up to the programme and its future reiterations, including the multilingual 'Keep Caps from Kids' safety campaign with its advice on the safe use and storage of liquid laundry capsules.

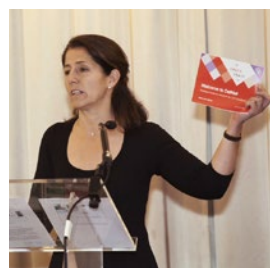
## Pushing the boundaries of science to focus on health, safety and sustainability

A.I.S.E. works through the European Partnership for Alternative Approaches to Animal Testing with its vision of the 3Rs of animal use – replacement, reduction and refinement. It also undertakes an important study addressing the severity of symptoms caused by accidental exposures to detergents and cleaning products. Classifications are in line with UN GHS and EU CLP guidelines.



## DetNet is created

In creating the Detergent Industry Network (Detnet) for CLP classification, A.I.S.E. and its network pilot a novel tool to classify and label detergent and cleaning products. To date, DetNet provides companies with access to toxicological test data on nearly 2000 classified mixtures.



PRODUCT INNOVATION

THE 2010s

Introduction of laundry sheets; sustainable renewable materials (ingredients, packaging)



Introduction of liquid capsules for cleaning floors



Introduction of cleaners to remove limescale and prevent dirt residues from building up in washing machines



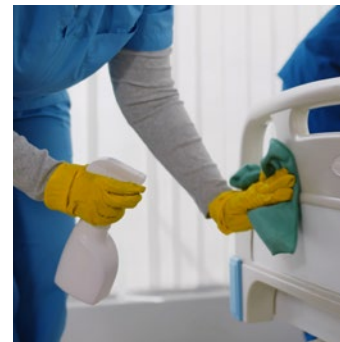
# THE 2020s



The start of the 2020s presents our industry with one of its greatest tests yet as it is called upon to provide hygiene and cleaning products to combat the worst global pandemic in over a century.

Meanwhile, the von der Leyen Commission's Green Deal launches an ambitious transition to a sustainable future, with significant focus on legislation affecting our sector - from the revision of REACH to the Circular Economy Action Plan, Zero Pollution Action Plan and Industrial Strategy Plan.

Voluntary initiatives continue with the introduction of an additional safe use icon and a removable sleeve icon to increase bottle recycling rates. Data demonstrates that our voluntary compaction projects have enabled significant environmental savings over the past 20 years and public opinion polls endorse our work on driving the digitalisation of information, with almost half of people preferring our label to the complex CLP label.

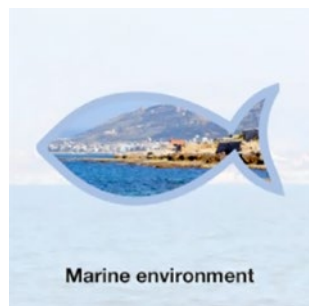


## Defined as an essential sector during the Covid-19 pandemic

The pandemic demonstrates that society cannot function without the hygiene delivered by cleaning and maintenance products. A.I.S.E. is defined as an essential sector in responding to the public health crisis and members respond rapidly to ensure the availability of life-saving cleaning and disinfection products for personal and professional use. Public awareness of the role of our sector in keeping our homes, workplaces and public venues safe rises steeply.

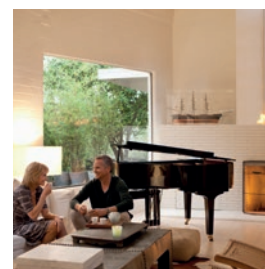
## High-level round table

A.I.S.E. is honoured to join the EU High-Level Round Table on the Chemical Strategy for Sustainability, cementing its position as a trusted partner for legislators for over 70 years.



## Pushing the boundaries of science beyond sustainability to circularity

Scientific initiatives include a critical analysis of enzymes and sensitisation via skin exposure and exploration of the biodegradability of polyvinyl alcohol-based film used for liquid detergent capsules. Research projects under ERASM, address areas targeted by the Chemicals Strategy for Sustainability including biodegradability of surfactants under marine conditions and eye damage/irritation.



## Extension of product stewardship for air freshener products

A.I.S.E. extends its Product Stewardship Programme for air fresheners first launched in 2007. The programme promotes best practices and helps increase awareness about safe use, building on the success of its first programme. To date 439 million air freshener products placed on the market are compliant with the A.I.S.E. programme.

PRODUCT INNOVATION

THE 2020s

Focus of circular packaging

Focus on renewable sources of ingredients

# Driving sustainability progress

Sustainability has been at the heart of everything we do for decades. Constant innovation and smart science enable our industry to introduce new products, ingredients and processes which work even better, preserve our buildings and clothing for longer, while at the same time reducing the use of raw materials and energy.

## Sustainability is a necessity for A.I.S.E.

While detergents are indispensable for a clean, hygienic and sustainable society, the agents that they use must not harm the environment. This is why industry invests significantly in the safety of its ingredients, replacing harmful ingredients with less harmful variants and constantly looking for other compositions and production processes that lead to more efficient and sustainable results.

Long before the concept of biodegradability was recognised, A.I.S.E. members were working to make their products more sustainable - maximising the washing effect while minimising the environmental burden. Way back in the 1970s, when phosphates were causing excessive algae growth and impacting biodiversity, we worked the science, solved the problem and washing powders have been phosphate free since the end of the 1980s. It was only many years later that this was regulated under EU law.

A.I.S.E.'s proactive approach to sustainability is enshrined in our vision, and also encompasses social as well as environmental responsibility. Our industry positively contributes to the UN Sustainability Development Goals, and in recent years, we published guidance on corporate social responsibility as well as the sustainable sourcing of bio-based materials. These principles go hand in hand with our responsibility for environmental sustainability.



## A demonstrable track record of driving sustainable progress

Our Charter for Sustainable Cleaning with its specific product sustainability standards contributes to both the EU and UN sustainable development priorities. Today, more than 13 billion products have been sold with the Charter product logo, indicating that the product meets advanced sustainability criteria. Today, 183 companies and 189 manufacturing sites are signed up to the Charter, representing about 90% of the industry output in Europe and annual performance continues to show measurable contributions e.g. to the EU's goal to be carbon neutral by 2050.

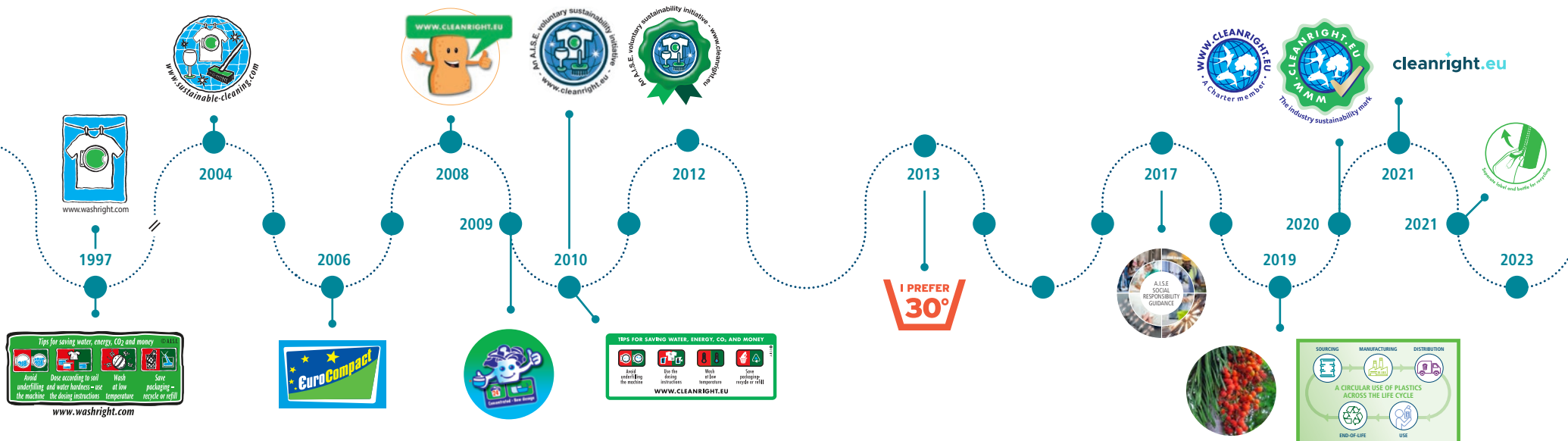
## Less packaging, fewer raw materials and lower transport costs

We are leaders in making packaging more sustainable too. Since the mid-80s we have introduced initiatives to reduce packaging and increase recycling and have used innovation, concentration and compaction to achieve our goals. Between 1997 and 2017, while the number of washes across Europe increased by almost 25%, the quantity of detergent used decreased by 55%. By 2021, 81% of all household plastic packaging was recyclable, reusable or compostable.

## Practical advice to consumers on saving water, energy, CO<sub>2</sub> and money

The greatest environmental impact of most detergents comes when they are used – over 60% of CO<sub>2</sub> emissions come during the use of laundry and dish washing detergents. A.I.S.E. is thus committed to engaging with consumers to change their habits, promoting low temperature washing, correct dosage, recycling of packaging, through tips, best use panels, and advice on-pack and online. Through Europe-wide campaigns such as Washright, I Prefer 30°, safe use icons and the multi-lingual Cleanright.eu portal, we are working tirelessly in supporting our society to become more sustainable while enabling modern lifestyles. The results are better results for our clothes, our homes, the environment and our wallets!

## INDUSTRY VOLUNTARY INITIATIVES



# Engaging with our users

The safe and sustainable use of cleaning and maintenance products is of paramount importance to A.I.S.E. We have taken a series of commitments on product safety that go beyond legislation, and have launched a range of voluntary initiatives that highlight safe product usage and storage on labels and online. Our consumer information portal, [cleanright.eu](http://cleanright.eu), houses advice and guidance in 26 languages, accessible to 500 million Europeans. The Cleanright address appears on billions of product packs and is integrated in the Charter for Sustainable Cleaning logo.

## Committed to product safety

To promote best practices in the industry and help increase awareness about the safe use of products, A.I.S.E. members have developed product stewardship programmes for air fresheners and liquid detergent capsules.

The industry commits to manufacturing air fresheners responsibly and to enabling consumers to make informed choices when buying and using air fresheners through clear communication. For the detergent capsules, actions involve the prevention of accidental exposures, in particular involving young children. All companies placing products on the market are encouraged to sign up, strengthening one common safety message across all markets.

## Guidance for consumers

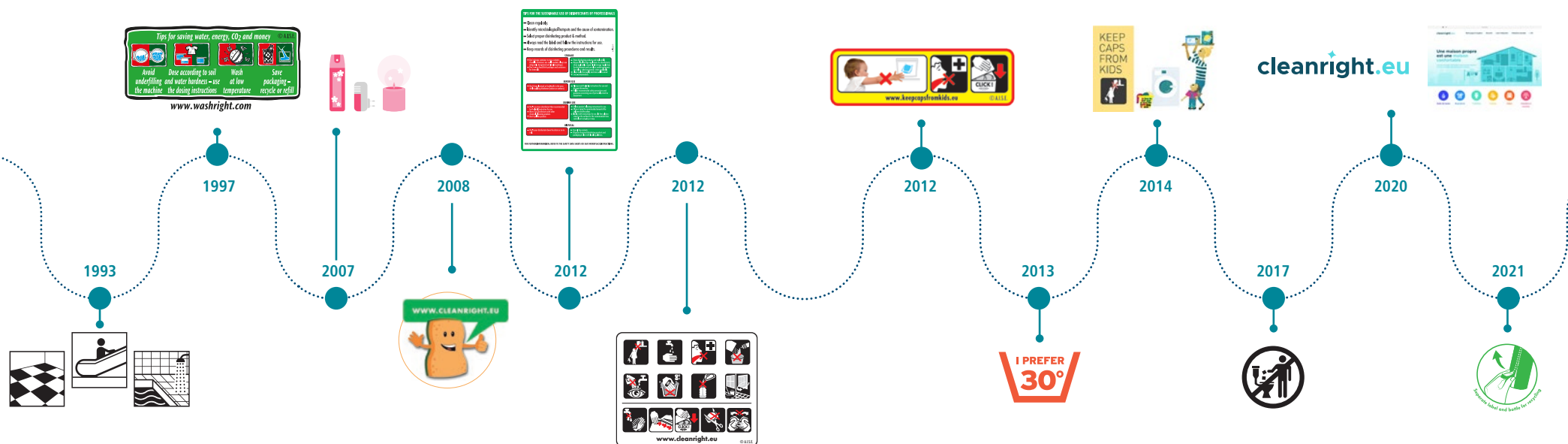
### KEEP CAPS FROM KIDS

was initiated in 2014 and is supported in over 30 European countries by partners from NGOs to ministries of health. The campaign focuses on the safe use and correct storage of capsules out of reach of children.

### LOW TEMPERATURE WASHING

to save energy and reduce emissions is encouraged through A.I.S.E.'s 'I prefer 30°' initiative. Launched first to business-to-business audiences in 2012, the campaign has over 30 partners in 10 countries.

## INDUSTRY VOLUNTARY INITIATIVES



### SAFE USE ICONS

have been in wide use since 2012 providing consumers with information on how to use products in a safe manner. Safe use sentences are available in languages that spread beyond the EU and the icons are free for all companies placing relevant products on the EU market.

### SUSTAINABLE USE PANELS

provide practical tips to save energy and water and promote sustainable cleaning practices. Developed more than 30 years ago, the programme was initially called Washright.

Today the panels are used across many consumer product groups in all markets.

### REMOVABLE SLEEVE ICON

was released in 2021 to help increase the uptake of recycled packaging material and encourage plastic recycling.

### DO NOT FLUSH

icons are encouraged on the packs of non-flushable wipes. They were developed by the industry association for non-woven fibres Edana and supported by A.I.S.E.

## Guidance for professional users

### PICTOGRAMS FOR PROFESSIONAL APPLICATIONS

were pioneered by A.I.S.E. in the mid 1990s, to guide the professional user in the correct application of products, to optimise safety and effectiveness.

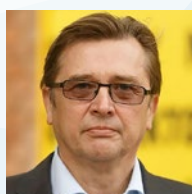
### SUSTAINABLE USE OF DISINFECTANTS PANEL

was first developed in 2012 to provide guidance for professional users on the sustainable use of disinfectants relating to storage, usage (guidance for before and after use), and disposal.

# The strength of the network

For IKW the advantage of A.I.S.E. membership has always been the good exchange with other associations, regular updates on regulatory developments and the common industry approach. In the future it will be important that our industry emphasises the benefits that products bring to consumers and continues its far-reaching efforts towards sustainability.

**THOMAS KEISER, IKW, GERMANY**

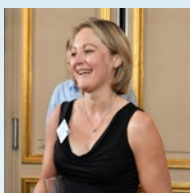


The chance to be a part of a European washing and cleaning industry family was the main driver for the Estonian Chemical Industry to join A.I.S.E. in 2000. Access to a network helped us understand and support companies in adopting the 'EU acquis'. Today the greatest challenge or industries face is to achieve EU Zero Pollution targets and A.I.S.E. helps to point the way.

**HALLAR MEYBAUM, EKT, ESTONIA**

Thanks to our long-standing membership of A.I.S.E. and close cooperation our national association is able to draw on specialist knowledge to provide members with a professional service on countless complex issues on the European agenda – from sustainability and ingredients to consumer behaviour. A.I.S.E. is an invaluable part of our network and an indispensable support in our daily work.

**HELLE FABIANSEN, KOBH, DENMARK**

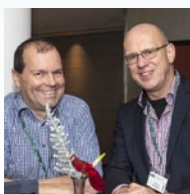


A.I.S.E. has established itself as a global market leader with strong focus on sustainability, innovation and quality. Its staff are very helpful and support us in answering the questions of Swiss stakeholders and having skilled speakers join our events. The network of colleagues in NAC has helped us in responding to questions of members exporting significant volumes into the EU.

**BERNARD CLOËTTA, SKW, SWITZERLAND**

As a founding member of AIS, NVZ understood the importance of our relatively small country collaborating with others to effect change in our sector. To become a powerful production industry able to compete with emerging external markets we needed AIS – just like we need A.I.S.E. today. Some of the most significant achievements in its 70-year history are the development of the HERA project, which led to the Washright campaign and Charter for Sustainable Cleaning. Thanks to the Charter we can safely claim to be the industry frontrunner in striving for a more sustainable future. NVZ is proud to have played such an active role in these initiatives.

**HANS RAZENBERG, NVZ, NETHERLANDS**

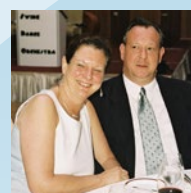
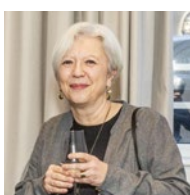


One of the most significant benefits of A.I.S.E. membership is the broad collaboration it offers with stakeholders across industry, regulatory bodies, consumer and environmental organisations to advance technical understanding and scientific knowledge relevant to our products. Its science-based approach is the compass driving members towards sustainable development in the years to come.

**EDDIE SUKKARI, P&G**

A.I.S.E. achieves an incredible amount and copes with a heavy workload of European initiatives. The team is essential to our work and is always a pleasure to work with. The strength of the A.I.S.E. network is a valuable asset and key initiatives such as compaction and Cleanright stand out as concrete examples of a responsible sector. Europe is one of the major political achievements of the last century and A.I.S.E. embodies the same spirit in protecting and developing the hygiene and detergent industry. In a nutshell: what would we do without A.I.S.E.?

**VIRGINIE D'ENFERT, FHER, FRANCE**



When I first joined the staff the discussions on the EU Directive on Dangerous Preparations were the main concern for A.I.S.E. and its members. Later, this was joined by discussion on all types of chemicals. A.I.S.E. enhanced the involvement and contribution of industry both internally and externally. It established close contact and interaction with EU and national authorities and presented views and concrete proposals, as well as voluntary actions to improve use and information to consumer and professional users. It also provided the impetus to create DUCC which was welcomed by the EU institutions who could now interact with one industry body, and significantly increased the positive impact of these downstream users on regulation.

**ANNE MARIE RODEYNS, FORMER A.I.S.E. REGULATORY AFFAIRS DIRECTOR**

A.I.S.E.'s many voluntary initiatives to improve safety and sustainability are a beacon in its 70-year history and a great example to other industries. I would particularly highlight HERA, the Product Stewardship Programme for liquid capsules, the compaction initiatives and the Charter for Sustainable Cleaning. The Charter was way ahead of its time and encourages stakeholders to address the sustainability challenges facing our sector and improve performance by introducing voluntary targets for reductions well ahead of the regulatory requirement.

**ELENI PAPADIMITRIOU P&G**



Without strong coordination at European level it would have been difficult to manage the deep transformations in the legislative process over the past 70 years. The sharp focus on the environment and safety has required us to go beyond the law and introduce voluntary initiatives such as the Charter for Sustainable Cleaning. Having this support means we can share projects and ideas, find solutions to new developments and facilitate implementation of legislation. The added value of being part of A.I.S.E. is having a point of reference in Brussels that has contact with the EU institutions and manages all the regulatory and technical topics to provide us with strong knowledge, positions and updates.



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**GIUSEPPE ABELLO, ASSOCASA, ITALY**

We joined A.I.S.E. for the expertise and advice. It enables us to monitor the latest political, regulatory and scientific developments at EU level, contribute to the development of legislation affecting our sector and drive industry initiatives. Through A.I.S.E. our industry is represented by one, sound and reliable voice. It helps us advocate towards the EU Single Market which is gaining in importance given the proliferation of diverging national initiatives such as country-specific labelling. The lead that A.I.S.E. provides in developing guidelines and position papers is crucial in supporting members to interpret and implement regulation and leverage the expertise and diversity of the network.

**GIORGIA DE BERARDINIS, COLGATE PALMOLIVE**



The European market has become increasingly challenging, especially for SMEs exporting to various European countries. A.I.S.E. has done a tremendous job in assisting us all these years. We particularly appreciate that A.I.S.E. set up a formal structure for the participation of SMEs within the association. Many European SMEs are very flexible and innovative and this was an important step in recognising and supporting these companies.

**MARC BAKKER SCHUT, VAN DAM BODEGRAVEN**

Being a part of A.I.S.E. allows us to collaborate with peers, exchange best practice and collectively address common challenges. We see the Charter for Sustainable Cleaning as the most significant initiative of the past 70 years, transforming the industry's approach to sustainability, promoting responsible use, fostering innovation, and driving continuous improvement in environmental performance. To be ready to face future challenges, the sector needs to focus on innovation, research, and sustainable solutions. Embracing digital technologies, optimising resource efficiency, and promoting circular economy principles will be vital as will broad stakeholder collaboration.

**LUDGER GRUNWALD, ECOLAB**





We recognise the need for industry to collaborate and partner effectively to shape the regulatory landscape and build positive relationships. A.I.S.E. membership has helped us evoke meaningful change through voluntary initiatives to protect and promote our business in Europe. Particular highlights for us are: helping develop criteria for EU flower certification; the Charter for Sustainable Cleaning; the extension of the CLP annex deadline to give industry more time for implementation; and the cooperation and thought leadership with the International Scientific Forum on Home Hygiene which led to the report "Developing household hygiene to meet 21st century needs: A collaborative industry/academia report on cleaning and disinfection in homes & Analysis of European consumers' hygiene beliefs and behaviour in 2020." which centred on Targeted Hygiene and was critical during the pandemic.

**INA ANDREASEN, RECKITT**



A.I.S.E. is the perfect example of an association that is not only important in its delivery but exemplary in attracting members to work together. I joined in 2007 to 'do' REACH and since then have chaired the management committee, served two mandates as President and been a Board member. The agenda becomes ever more challenging and A.I.S.E. continues to look at how we can anticipate expectations and drive our sector down (or in fact up!) the path of sustainability. Equally important is the member-centric culture. My late colleague Gerard Luijckx was a perfect example of how one can work passionately at A.I.S.E. and a company to drive our common agenda.



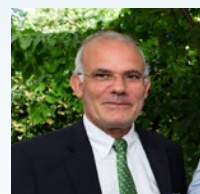
**CHARLES-FRANCOIS GAUDEFROY, UNILEVER, A.I.S.E. PRESIDENT 2012-2016**

We joined A.I.S.E. to be up to date and close to the legislative decisions for our sectors. It's a great opportunity to not just spectate but actively participate in shaping the future of our industry. The changing and ever-increasing legislation is an ongoing challenge and it takes a strong association to have an overview on its many different aspects.

**STEFAN MÜLLER, DALLI WERKE**



As an SME our main driver in joining A.I.S.E. was to be part of a well-known association, dedicated to representing our industry in Europe. It is important to be officially represented as a whole industrial sector and be supported in complying with the different norms, regulations and in implementing transitions. Despite its 'old age', A.I.S.E. continues to act professionally and passionately to further cement its role as an important voice of its members and our industry.



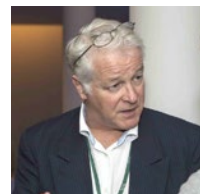
**ISMAËL DJELASSI, MONDO SPECHIM**

A.I.S.E. is an effective advocator for professional cleaning service in Europe. For us, the most significant achievement in its 70-year history was the advocacy that was successful in preventing a ban on phosphor and its derivatives in professional cleaning formulations.

**THOMAS RAUCH, IHO, GERMANY**



As an A.I.S.E. member since the early 1960s, the UK has benefitted from the excellent direction and guidance provided on the labyrinthine EU regulatory landscape. Since Brexit our relationship has changed but we continue to look forward to being part of the A.I.S.E. network which will help the UK in future when tackling its own regulatory challenges.



**PHILIP MALPASS, UKCPI, UNITED KINGDOM**

For Detic, A.I.S.E. brings to mind complicity and a visionary spirit. We remember the offices we shared in Square Marie Louise. Sharing coffee every morning, the offices with walls so thin that we could talk through them and the doors always open to exchange ideas. We experienced the greatest sectoral adventures with A.I.S.E. too. The Charter, safe use icons, the first consumer information website and the incredible I Prefer 30° campaign which mobilised us throughout Europe. The first structured network of communicators, COMMSNET was also created in A.I.S.E.

**FRANÇOISE VAN TIGGELEN, DETIC, BELGIUM**

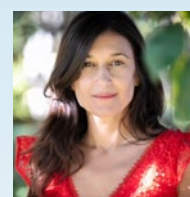


What sets A.I.S.E. apart is that it goes beyond supporting the interests of the industry and considers all parts of society. It anticipates societal needs and addresses them with an agenda that asks all members to contribute. It welcomes participation and encourages voluntary initiatives. In my view, and as demonstrated over the decades, this approach yields better results for all – consumers, industry and society at large.

**HANS BENDER, P&G, A.I.S.E. PRESIDENT 2008-2012**

The A.I.S.E. network helps us speak with one voice in harmonising legislation at EU level. Together with the national associations it forms an active, strong network supporting the industry vision. As a well-recognised industry association, A.I.S.E. is a model for a proactive EU-level association, leading voluntary initiatives on sustainability, product safety and safe use. Congratulations on the first 70 years and looking forward to many successful years in the future.

**MIHAELA RABU, RUCODEM, ROMANIA**

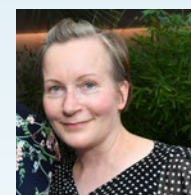


SCJ joined A.I.S.E. because we recognised the importance of uniting our voice with the rest of the cleaning industry. We have many joint interests including a common desire to work with the Commission to achieve the objectives of the European Green Deal. A.I.S.E. helps us to adapt rapidly to today's plethora of changing legislation and provides the perfect platform through which to channel a clear united view to legislators.

**YVONNE IWANIUK, SC JOHNSON**

Being a member of the A.I.S.E. network has made us much more impactful than what we would have been alone. It is most valuable to face the development of the operational environment together with the network and to act together for the industry. The future will be interesting and filled with many opportunities. To face it, I would say that the cleaning industry will benefit for example from an open, creative, and cooperative mindset.

**SARI KARJOMAA, KH, FINLAND**



A.I.S.E. is an important voice and key player in the political landscape in Europe and beyond. To me, it was essential that we included "role model" in A.I.S.E.'s mission statement. The way A.I.S.E. anticipates important issues for the industry and translates them into action in a solution-oriented manner is outstanding. The colleagues in the member companies, in the national associations and in the A.I.S.E. secretariat pursue this purpose with a high level of motivation, commitment and dedication. That's why I've been passionately active in A.I.S.E. for over 20 years, including more than 10 years on the Board.



**ARNDT SCHEIDGEN, HENKEL, A.I.S.E. PRESIDENT 2016-2020**

My involvement with A.I.S.E. started when consumer organisations challenged the safety of air fresheners and my company at the time became a direct member and set-up the air fresheners stewardship programme. Diversey supplies solutions to professional and industrial customers and we appreciate the PC&H Steering Group created to serve the interests of professional company members. There have been many changes in A.I.S.E. but what has remained the same is the dedication and hard work of the staff to keep our stakeholder network healthy and serve members in these challenging times.

**AD JESPEERS, DIVERSEY**



Even before the integration of Portugal in the EEC in 1986 the Portuguese companies of our sector saw the importance of being part of A.I.S.E. That is why since the middle 80s we've been actively part of this extraordinary network of associations and companies. Trust in and recognition of the A.I.S.E. network has grown and today its reputation is unquestioned. I'm very proud to be part of this incredible project and honoured to be able to give the best of my professional skills serving in the Board for so many years.

**ANA-MARIA COURAS, AISDPCL, PORTUGAL**



# Vision for the Future

As A.I.S.E. looks ahead to the next 70 years, it can be confident that detergents and cleaning products will continue to play a key role in upholding health and hygiene. Our network of national associations and multinationals will continue to be our greatest asset, operating across the 27 EU markets and beyond. The network provides unrivalled insights into the needs and evolutions within our sector, and A.I.S.E. will remain a knowledge hub for hygiene and sustainability in the years to come.

Innovation will continue to be crucial to our sector as we develop products to meet evolving societal needs and expectations. The SMEs that are the backbone of our sector and drive new technologies and development will continue to be important.

There is an ongoing role for our industry in continuing to emphasise the importance of hygiene and cleanliness and explaining what they are. Working with governments, NGOs and civil society we will work to inform consumers and help keep populations safe and sustainable. We will need to learn the lessons from the pandemic and be more responsive to future viral outbreaks.

The regulatory landscape ahead presents challenges, but our industry has continually demonstrated that it acts ahead of the curve and voluntarily takes its own initiatives over and above legislative requirements. We will continue to think out-of-the-box to imagine what is possible and make our ambitions a reality.

## Working together for over 70 years

Today, as we navigate materials shortages and look to create security of supply within the EU, it feels in many ways that our association has come full circle, back to the objectives that prompted its foundation 70 years ago. In the long term, self-sufficiency will always be fundamental – not just for the sustainability of our sector, but for the EU as a whole.

This will be achieved through the strength of our network, working together towards our common vision to be a role model for serving society in an innovative and sustainable way.



*The years I was leading A.I.S.E. as its President were the most exciting and rewarding in my career. Together with the staff and the Board, we addressed the challenges of REACH and upcoming CLP after a successful adoption of the Detergents Regulation. Today, our association is back to similar challenges with the revisions of those three legislations which are real cornerstones of our activities. As A.I.S.E. has developed significantly over the last decades, becoming a recognised authoritative and trusted stakeholder in the development of European legislation, I am confident the new regulatory challenges will be addressed to the benefit of the members, the SMEs in particular.*

**CHARLES LAROCHE, A.I.S.E. PRESIDENT 2005-2007**



**A.I.S.E. aisbl**

Boulevard du Souverain, 165 | 1160 Brussels, Belgium

Tel: +32 2 679 62 60 | [aise.main@aise.eu](mailto:aise.main@aise.eu) | [www.aise.eu](http://www.aise.eu)

VAT: BE 0538 183 615 | EU Transparency Register Number 6168551998-60



The 70-year history as it is presented here is based on archive documents belonging to A.I.S.E. and the network of member associations and companies. Any omissions or errors are unintentional. Particular thanks go to Hans Rازenberg of NVZ for his invaluable help in researching and compiling this historical overview, and to the members who have contributed material from their archives.