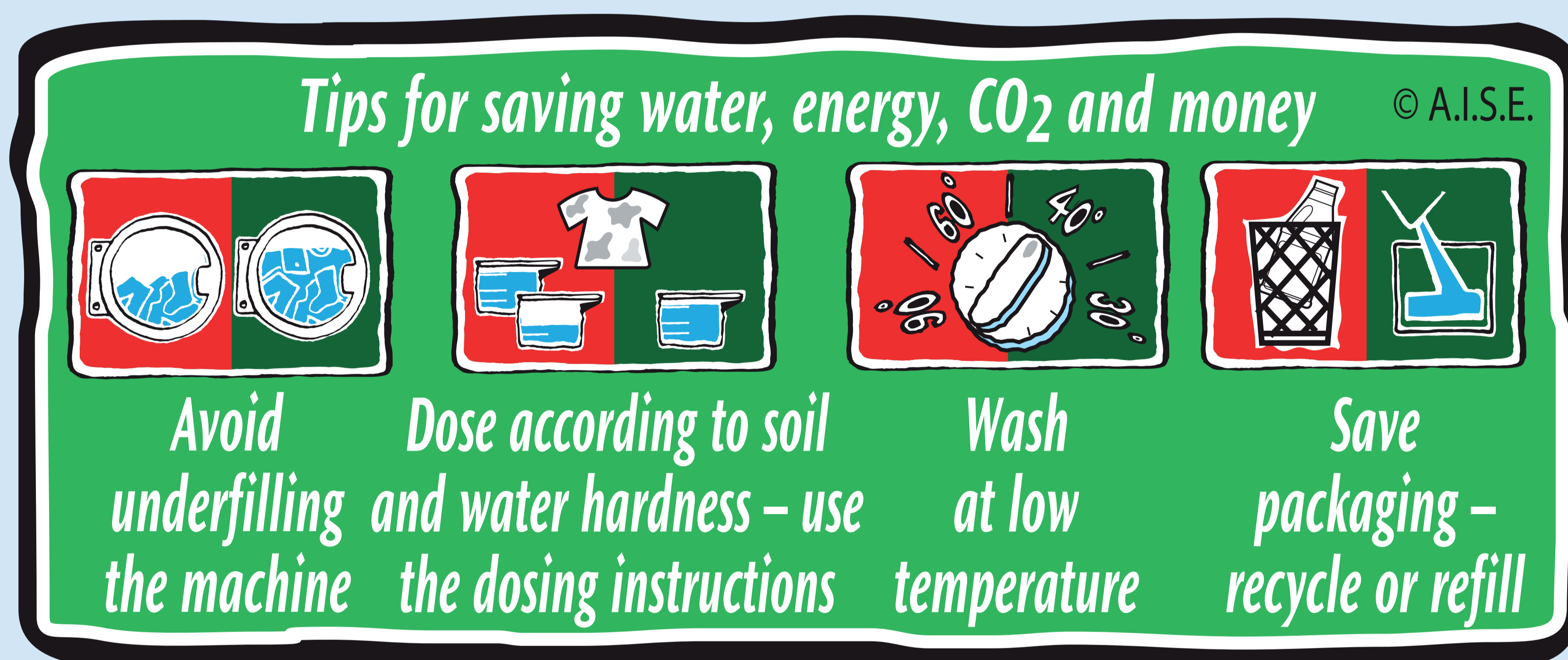


PROMOTING SUSTAINABLE CONSUMPTION OF HOUSEHOLD LAUNDRY DETERGENTS IN EUROPE: WASHRIGHT, A UNIQUE INDUSTRY CAMPAIGN

- The Washright campaign aims to provide household tips to consumers consistently throughout Europe and to advise them about washing laundry in a more environment-friendly way. The campaign was initiated in 1998 through A.I.S.E. to complement the industry's work in developing products and packaging that have minimum impact on the environment, while educating consumers on more efficient washing habits.
- In 2000, A.I.S.E. launched a pan-European TV campaign to promote the Washright messages more widely. This was welcomed by many, including Commissioner for the Environment Margot Wallström, UNEP (United Nations Environment Program) and BEUC (European Consumers Association). It was repeated in 2001 and in 2002. The campaign consisted of 15 second Washright TV adverts and was designed to reach approximately 70% of European Households.
- Since the implementation of the Washright campaign, consistent consumer communication material has been developed by A.I.S.E. and placed by companies on billions of laundry detergent packages throughout Europe. Since 1998, 90% of European Household Laundry detergent products have been featuring the Washright panel, totalling over 500 million panel-carrying packages across Europe each year.

The Washright panel includes household tips to raise awareness of key messages:



(The Washright panel can be used by any company placing household laundry detergents in the EU market according to guidance provided by A.I.S.E.)

www.washright.com

- Pan-European research conducted with a cross-section of consumers found that they rated the campaign as "good" to "excellent" and 50% remembered the campaign: this is a very high recall figure.
- Building on the success of the Washright campaign, A.I.S.E. launched in 2008, jointly with Cefic (the European Chemical Industry Council) the www.cleanright.eu website. Cleanright aims to become the N° 1 reference point for consumers, teachers, students and other interested parties across Europe on household cleaning and maintenance products. This industry portal features among others a section entitled 'Save Water, CO₂ & Money' where the Washright messages are promoted.

A.I.S.E. is the official body representing the soap, detergent and maintenance products industry with European and other international organisations. It aims to represent the industry and cooperate with international authorities on topics of common interest, to study issues, provide and exchange information for member associations and their companies. A.I.S.E. represents around 900 companies across Europe, representing 90% of the market.

Working together for a cleaner Europe

www.aise.eu

February 2009