A.I.S.E. NETWORK
REPRESENTING THE DETERGENTS AND MAINTENANCE PRODUCTS INDUSTRY ACROSS EUROPE

EU & UN PRIORITIES
The representativeness of the A.I.S.E. network and its unity vis-à-vis our external stakeholders are our key strengths. Partnering, exchange of best practices and fostering capacity building are the DNA of A.I.S.E.’s work. Our role also aims to ensure that our member companies can remain competitive and innovative and continue to be a source of growth and job creation.

29 NATIONAL ASSOCIATIONS

18 CORPORATE MEMBERS

8 ASSOCIATE MEMBERS

A STRONG NETWORK of over 900 COMPANIES

INDUSTRY’S RECOMMENDATIONS TO EU POLICY MAKERS
Our commitment to a strong economy is based on the following principles:
• A SCIENCE-BASED APPROACH
• A COHERENT LEGISLATIVE PROCESS
• AN INNOVATION-FRIENDLY FRAMEWORK
• A STRONG INTERNAL MARKET
• A RECOGNITION OF PUBLIC BENEFITS
• LONG TERM COMMITMENT TO SUSTAINABILITY

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CLEANLINESS & HYGIENE
A CRUCIAL INDUSTRY FOR PEOPLE’S
HEALTH AND WELLBEING,
IN AND OUTSIDE THE HOME

83% of EU consumers say living in a clean environment is a mark of respect for people and family.

86% of EU consumers say having a clean home is as important as having quality food.

94% of EU citizens clean dishes in a restaurant as important as food quality.

90% of consumers agree that when guests come over, they always want to make sure that their house is clean.

88% of EU consumers say that when their place is clean, it gives them peace of mind.

AT HOME €28.6 BILLION market value

EU & UN PRIORITIES

Growth & Innovation

3. Good Health and Well-being

8. Decent Work and Economic Growth

OUTSIDE THE HOME €7.3 BILLION market value

More than 25% of hospital acquired infections are preventable through intensive hygiene.

71% of consumers would like to be reassured that their child’s school and school food meet strict hygiene standards.

44% of EU citizens think about the impact of good hygiene or food safety when buying processed food.

Sources: A.I.S.E, consumer research 2017 & ECDC

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