

## PREMIER SUSTAINABLE CLEANING PRODUCTS SUMMIT HIGHLIGHTS KEY CONCERNS

The premier Sustainable Cleaning Products Summit drew to a successful close in Paris last month, as around 80 senior executives from the cleaning products industry convened to debate major sustainability issues.

During the summit, there was a call for greater steps to address the environmental and safety impacts of cleaning products. Although there have been improvements in product formulations, there remain concerns about the health risks of contentious ingredients.

Tom Domen from Ecover highlighted the contrast in sustainability approaches in the industry. Domen

commented that green brands ignore the use phase of their products, whilst conventional brands don't look at contentious chemicals. Apart from encouraging the use of plant-based chemicals, Domen called for a circular approach to material use.

Similar sentiments were echoed by Timothy Glaz from Werner & Metz. The German company has adopted the Cradle-To-Cradle (C2C) design approach for its products, introducing a 'recyclate initiative' for its product packaging and switching to vegetable-based surfactants.

Details were given on popular green certification schemes for cleaning products. Amarjit Sahota, President of the event organiser Organic Monitor, said that the industry was lagging behind others in terms of standards, with less than 1% of cleaning products certified. Consumer perception was also mentioned by several green brands as an issue, with most consumers associating natural products with low performance.

The summit closed with a call for greater collaborations between stake-holders to address pressing sustainability issues. Consumer behaviour is a major concern, since the highest environmental impact of cleaning products is at use phase. There is also a disconnect between green ingredients and green products; unlike related industries like personal care, most green ingredients are designed for conventional products (and not natural/green products).

Sustainability discussions will continue in the 2nd edition of the Sustainable Cleaning Products Summit, which will be hosted in Paris in November 2016. Organic Monitor is also hosting a Green Materials Masterclass to give an update on the growing range of green ingredients for personal care & home care formulations; the masterclass will be hosted in San Francisco on 19-20th January.

[www.sustainablecleaningsummit.com](http://www.sustainablecleaningsummit.com)

## EUROPEAN TISSUE SYMPOSIUM LAUNCHES NEW CENTRAL INFORMATION HUB FOR HAND HYGIENE

The European Tissue Symposium (ETS) has launched a brand new website, which offers a one-stop-shop for information and sound science. It will prove a useful service for anyone looking for details on the most hygienic way to dry hands following a visit to the washroom.

The new website is aimed at facilities managers, the HORECA sector and the scientific, cleaning and healthcare community as well as the wider public. It houses the very latest studies, position papers and scientific consensus statements surrounding single use towels (including paper towels). It also details their sustainability criteria and carries general industry news.

Packed with facts and figures, the website features an upgraded

site navigation that makes it more accessible and easier to scroll through for content. It also uses video and film to make it more dynamic and compelling.

The site is available in English as well as five other European languages – French, German, Italian, Polish and Spanish – and will serve as a highly effective channel in carrying the paper towel message across borders and communities.

A number of recent research studies have found that hand drying with paper towels provides the optimal level of hygiene after visiting the washroom and minimises the risk for the spread of microbes in the air when compared to warm air or jet air dryers. All information and visuals associated with this messaging can be viewed and downloaded.

"We are delighted with our new-look website," explained Roberto Berardi, Chairman of the European Tissue Symposium. "It is not only lively and a good read, but it acts as a showcase for the growing body of evidence



demonstrating that hand drying resulting from single use towels is associated with lower numbers of microbes both on the hands and in the washroom environment.

"We hope its content will support facilities managers in making important decisions about the hand drying facilities they offer in a wide range of environments from sports stadia and airports through to schools and hospitals."

[www.europeantissue.com](http://www.europeantissue.com)