

# New approach

for a new

# market



*In 1993, A.I.S.E. created 17 European pictograms on floor and surface cleaning.*

*As these pictograms were a success, A.I.S.E., which also represents **the manufacturers of hygiene products** for the catering sector, wants to extend this means of communication to the users of products intended to improve hygiene of restaurants and restaurant equipment. The final objective is to help catering professionals to ensure total hygiene and safety for their customers.*

*To this end, 10 new European pictograms have been created. They will be put on the labels of the different products.*

#### ● **PICTOGRAMS RECOGNIZED ALL OVER EUROPE**

In view of the increasing intra-European exchanges, it is vital to have a means of communication that is understood by all. The pictograms developed by A.I.S.E. have been designed so as to be comprehensible and identical all over Europe.

#### ● **PICTOGRAMS FOR AN IDENTIFICATION "AT FIRST GLANCE"**

These pictograms have been developed thanks to the experience gained by the manufacturers in the various professional markets and the various surveys carried out among users. As a result, they are clear, simple, concrete and consequently easily understandable.

#### ● **A RAPID IDENTIFICATION FOR A BETTER USE**

As each pictogram clearly identifies the place where the product must be used, the risks of misuse are very small. However, if the product is used for the purpose and the place for which it is intended, it will achieve maximum efficiency which will result in product-saving.

#### ● **THE SAFETY OF THE CUSTOMER : THE ULTIMATE OBJECTIVE**

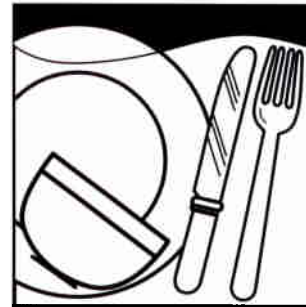
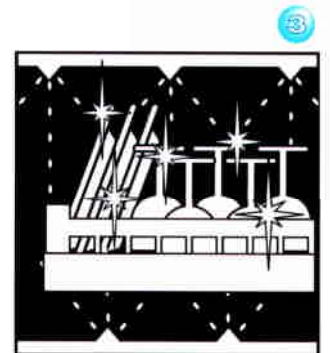
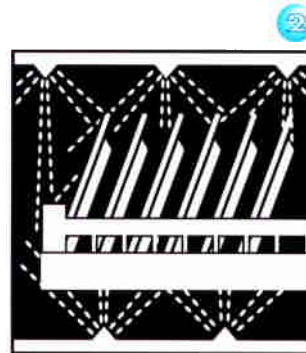
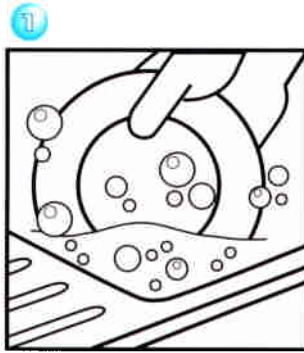
In view of the increasingly severe hygiene requirements of the catering professionals - and the law, which extends liability and makes quality assurance indispensable (ISO, HACCP), appropriate means to promote hygiene and safety have become an absolute necessity. The pictograms are one of these means.

1 Manual dishwashing product

2 Machine dishwashing product

3 Machine rinsing product

4 Pre-soaking product



5 General kitchen cleaning product, floor and surfaces

6 Stainless steel cleaning

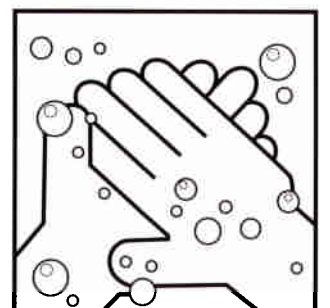
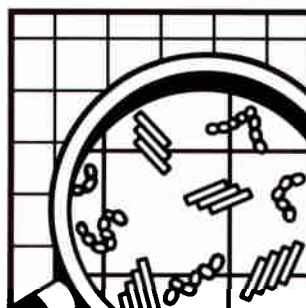
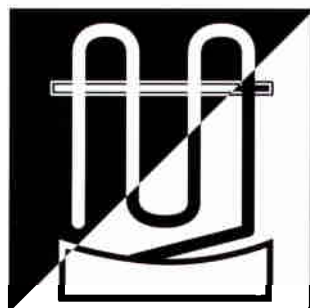
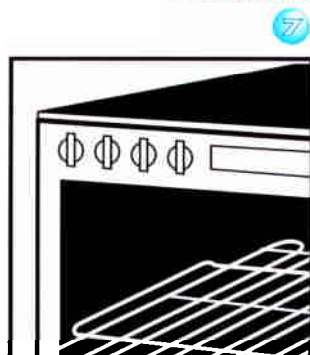
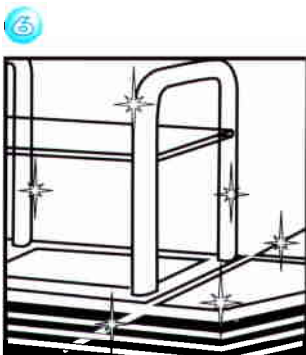
7 Oven cleaner

8 Drain cleaner

9 Limescale removers, kettle descaler

10 Disinfection product, floor and surfaces

11 Hand cleaning product



## A CONTROLLED INTERNATIONAL DEVELOPMENT

A.I.S.E. represents an industry which manufactures products which are essential for society today. A.I.S.E. is the European industry's spokesman with national and international authorities. It co-operates with them in the preparation of the laws concerning the activities of its members and studies all questions relating to soaps, detergents and cleaning products with a view to protecting human health and the environment. To this end, it provides its members with the necessary information and guidance. "In order to guarantee a uniform and cohesive communication, certain rules must be respected i.e. size, colour, position of the label and the number of pictograms per label are clearly defined. The correct application of these rules is controlled by the national member associations of A.I.S.E."

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