“Expert and balanced information about cleaning and hygiene”
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As I look back on the last two years, the range and depth of issues that businesses, families and politicians have had to deal with seems incredible - and many challenges are likely to continue for some time yet.

Despite this, **UKCPI has provided its membership with advocacy to officials and policy makers in particular on the challenges that EU exit has - and will continue to - provide.** I welcome the formation, at the beginning of the year, of our EU exit workability forum – to exchange concerns and seek solutions to issues that members are facing.

As future UK regulations will be driven out from Westminster, and not Brussels, we helped to establish a new All Party Parliamentary Group on Cleaning and Hygiene to allow us to communicate directly with MPs who have an interest in our sector.

In addition, and reflecting opportunities globally for members, we joined the International Network of Cleaning Product Associations – a global forum to exchange issues and regulatory concerns between regions. I was glad to welcome the CEOs of the US, Canadian and Australasian associations to our meetings throughout the last 12 months.

During my tenure **consultations came thick and fast on plastics tax, packaging waste and recycling schemes and green claims, all of which had robust responses from UKCPI.**

**Our industry’s commitment to home safety** continued with our partnership with The Royal Society for the Prevention of Accidents, or RoSPA, and our funding of the home safety campaign now means that we have reached over 500,000 homes of families identified as being at risk of accidents, especially amongst infants. I am pleased to say that we have seen a dramatic decrease in accidental poisoning as a result.

Whilst we learn to live with COVID, I think it important to note the **invaluable contribution our members in the cleaning and hygiene sector made to fight the pandemic,** and the vital role that cleaning and hygiene continue to play in preventing disease. UKCPI assisted Government departments with intelligence on ingredient and disinfectant availability, as well as highlighting to the relevant enforcement bodies some of the misinformation and misleading claims, again thanks to this we see very little of that today.

As I hand over to Rob Keeling of AirPure, who will be supported by Ian Croft of Robert McBride, I have every confidence that they, the UKCPI team and UKCPI members’ engagement will rise to the challenges of the coming year.

Rowland Furse
Head of Regulatory, Hygiene, UK & Ireland
Reckitt
What is the UKCPI?
The UK Cleaning Products Industry Association (UKCPI) is the leading trade association representing UK producers of cleaning and hygiene products from soap, laundry detergents, fabric conditioners, hand and machine dish wash, household disinfectants, air care and polishes, to the professional cleaning and hygiene products used in industrial and institutional applications. Membership is open to companies that manufacture or market cleaning products in the United Kingdom.

We estimate that our membership includes over 98% of UK consumer product manufacturers and over 60% of UK professional cleaning and hygiene product manufacturers.

The UK market

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<tr>
<th>UK Retail Sector</th>
<th>UK I&amp;I Sector</th>
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<tr>
<td>Fabric Washing</td>
<td>Technical Cleaning</td>
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<td>Dish Cleaning</td>
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<td>Hard Surface Cleaners</td>
<td>Food &amp; Beverage</td>
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<td>Maintenance Products</td>
<td>Building Care</td>
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<tr>
<td>Bleaches</td>
<td>Laundry</td>
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<td>Toilet Soaps (liquid &amp; solid)</td>
<td>Other</td>
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“Total retail sales value of over £3.75bn”

“Total sales value of over £750 million”

The UK cleaning and hygiene product manufacturing sector generates over £4.5 billion in sales annually and directly employs over 10,000 people – many in SMEs.”

Everyday millions of people use cleaning products to give them the clean and safe lifestyle that they expect and take for granted in the 21st century.

The UK soaps, detergents and cleaning products sector has been, and should remain, a success story for UK plc – it delivers the health and hygiene standards we take for granted today.
Member benefits

UKCPI members benefit from a range of services including free meetings and seminars, individual support and guidance, newsletters and a private extranet updated every month.

Technical and regulatory support and guidance
All members have direct access to the Technical Manager on a one-to-one basis and this service continues to be well used, particularly on EU exit scenarios.

Key issues such as labelling and biocide regulations are a frequent topic and this reflects the number of ongoing changes in the legislation that members have to keep up with.

Feedback from companies showed that the work of the association on these issues was a major factor for membership satisfaction.

Advocacy
Of great value to members is UKCPI’s access to and credibility with officials and policy makers. This often means UKCPI is asked to meet and contribute to Government thinking prior to initiatives being fully developed. This has been essential during 2021 as the UK’s exit from the EU progressed.

“UKCPI works regularly with a number of Government departments and stakeholder groups to promote members’ interests.”

European link
UKCPI staff are directly linked to the European association AISE at key points from board level through to many of the working groups. This strong relationship with AISE remains important as we progress through the UK’s exit from the EU.

Regional Meetings
Due to Covid-19, UKCPI was unable to hold its two annual Regional Meetings. These were replaced by a series of online EU Workability Forums. These were an opportunity for Members to share their experiences or concerns on issues related to the UK’s exit from the EU. This included issues such as transportation and tariffs that were out with the usual scope of the association’s activities.

Newsletter and monthly email update
A monthly email newsletter provides members with updates on UKCPI activity, details of forthcoming meetings and events, and a summary of relevant news stories that have appeared in the media each month.

Members’ extranet
The extranet, relaunched on a modern platform in 2021, allows UKCPI members to search for the latest updates on issues covered by UKCPI, AISE and the various committees. Tracking of UKCPI meetings, issues and position papers is also available for members here. A monthly email summarises the latest documents uploaded to the extranet and allows members to click through and log in.
Advocacy, Regulatory and Communications (ARC) committee

The ARC committee encompasses advocacy, regulatory and communications work. This allows for technical, advocacy and communications experts to sit together and gives UKCPI a strong basis on which to assess and then address a range of topics – some of which are demonstrated below.

Advocacy
UKCPI’s value to its members is its access to and credibility with officials and policy makers. This often means that UKCPI is asked to meet and contribute to Government thinking prior to initiatives being fully developed. Throughout 2021, UKCPI worked with a number of Government departments and stakeholder groups to promote members’ interests.

Covid-19
The pandemic demonstrated the importance of our members’ cleaning and hygiene products. UKCPI worked with UK Government departments to help them understand supply chain shortages for sanitisers which led to a temporary relaxing of the regulations to allow fast and increased supplies to reach critical health and care institutions. UKCPI also kept in regular contact with the Health and Safety Executive (HSE) to highlight and remove exaggerated and misleading product claims, as well as some opportunistic products and technologies seeking to take advantage of the pandemic.

EU exit
UKCPI was one of the first trade associations to engage with officials after the 2016 referendum to understand the potential consequences of leaving the EU for members and then convey industry’s concerns to key Government officials. This early engagement has meant that UKCPI has become a key contact for officials who have been regular attendees at UKCPI regional meetings and Council meetings and UKCPI continues to sit on various Government groups looking at the impact of EU exit.

Following the formal departure from the EU in January 2021, UKCPI set up a members’ forum to discuss, and where possible help resolve, members’ issues post exit. This ‘EU workability forum’ has provided an opportunity for members to raise operational challenges during the last 12 months. Issues related to the position of Northern Ireland have proved to be one of the main on-going regulatory concerns. UKCPI has also established a monitoring of regulatory change at the EU level and possible divergence for the key regulations for our members. UKCPI’s membership of AISE will be of value as and when we need to advocate an industry position to UK Government on future regulatory changes.

APPG and international network
Given that the future of UK regulations will now be driven from Westminster, UKCPI helped reform the All-Party Parliamentary Group (APPG) on Cleaning and Hygiene to ensure that members of Parliament and members of the House of Lords can be effectively communicated with. Also given the ambitions of UK Government to have stronger trade relations across the globe, UKCPI became a member of the International Network of Cleaning Product Associations (INCPA). The CEOs of the cleaning and hygiene associations for the USA, Australasia and Canada joined UKCPI Council meetings throughout 2021.

Indoor Air Quality
The UK Government’s Clean Air Strategy contains a range of proposals to address emissions from farming, industry, vehicles and domestic products including cleaning products. Their focus throughout the last 12 months has been on curbing emissions from domestic fuels and stoves as well as vehicle emissions. Nonetheless, UKCPI continued to work with Ricardo to ensure the figures submitted to Defra to assess measures to reduce VOCs in cleaning and hygiene products were a better reflection of actual use, in order that any measures proposed were proportionate.

UKCPI members also agreed to a set of principles on how to communicate VOC content to users through a ‘Product Stewardship Programme’. UKCPI continues to argue against the use of additional labelling for VOC content on consumer safety grounds.
Plastic
The debate around plastic ingredients, packaging, recycling, pollution and single use has continued in both the media as well as with Government policy initiatives.

UKCPI responded to consultations from HM Treasury on a plastics tax as well as a further consultation on reforming the UK packaging producer responsibility scheme (EPR).

UKCPI will continue to work with other industry associations in the plastic and packaging supply chain, to keep our members informed of progress towards the introduction date of 2023.

Product claims
UKCPI produced its own Green Claims Guide with the support of Defra and as a supplement to the Defra Green Claims Guidance produced a few years ago. This was used to good effect when the Competition and Markets Authority (CMA) sought input through consultation for their own Green Claims Guidance at the end of 2020. Their final guidance document, which came out this year, includes the same principles as set out in our own Green Claims Guidance.

In addition, UKCPI members reviewed and updated the Clearcast guidance for anti-microbial claims which helps guide companies, marketeers and agencies in the way claims should be presented in the advertising and promotion of cleaning, hygiene, disinfectant and similar products.

Regulatory
As a result of the UK's exit from the EU, it now operates under its own chemicals regulatory regime. Initially this is based on “lifting and shifting” the retained EU legislation and making changes that make it workable in the UK. UKCPI has been keenly monitoring developments and, where appropriate, have submitted industry comments to government officials. For at least the first four years after exit, Northern Ireland will continue to follow EU regulations under the Northern Ireland Protocol.

Regulation on Classification, Labelling and Packaging of substances and mixtures (CLP)
As part of the Chemical Strategy for Sustainability, the European Commission set in motion the revision of CLP and foresees reaching a draft revision by mid-2022. To this end, the public consultation was launched in August and ran for 14 weeks until mid-November. The questionnaire comprised two sections: a general questions section followed by a section targeting CLP experts.

The main areas under revision are:
- the possible introduction of new hazard classes such as Endocrine Disrupting Chemicals (EDCs) and Persistent Bio-accumulative and Toxic (PBT);
- improving Classification for both CLH and self-classification;
- labelling issues around fold out labels and small packaging;
- hazard communication and enforcement for online sales;
- the scope of the Regulation;
- improvements to Annex VIII;
- and applicability and transitional periods

In the UK, a mandatory classification database was established by the Health and Safety Executive (HSE). This is an area that may see early divergence between the two regulatory regimes. As Northern Ireland will follow the EU harmonised classification, UKCPI sought clarity from HSE if this resulted in different mixture classifications of the same product. The response was clear that the products placed on the GB market would have to follow the GB mandatory classification and the entity responsible for placing the product on the NI market would be responsible for its classification and labelling in accordance with the EU Regulations.

As Annex VIII (harmonised reporting to poison centres) came in after EU Exit, it has not been adopted for GB and the current voluntary system remains. However, a new system was introduced for products placed on the NI market to submit data to the National Poisons Information Service in Birmingham and that the Unique Formula Identifier (UFI) will also be required for these products.
Review of the Detergents Regulations

In Europe the consultation on the Inception Impact Assessment for the Detergent Regulation was published by the Commission and closed in October. In this it was confirmed that the baseline scenario to be used to benchmark against will reflect both the current state of the Detergents Regulation and the overall regulatory framework applicable to detergents.

The Commission has highlighted the following for potential review:

- Clarifications on the scope and definitions of the Regulation including refill sales and microbial products;
- Potential additional requirements for detergents e.g. expansion of phosphorus limitations or requirements for certain harmful substances currently not covered by the Regulation (CMR, EDs);
- Improvement of the coherence of the regulatory framework for detergents by addressing the overlaps and inconsistencies with the REACH, CLP and Biocidal Products Regulations.

These changes may in the future be enacted through the revision of the Detergents Regulation itself or through repealing it and the incorporation of its provisions in other pieces of EU chemicals legislation.

In the UK three Statutory Instruments were adopted to make the retained EU Regulation workable in Great Britain. One notable difference in the GB Detergents Regulations is for the labelling of allergenic fragrance ingredients. The GB regulations no longer refer to the EU Cosmetic Regulations but rather the original SCCNFP opinion. So future changes to the allergenic substances labelling triggered by changes in the EU cosmetic regulations will not automatically apply in GB.

Biocidal products

UKCPI is represented on the AISE Biocides Working Group and provides UKCPI members with updates on progress with implementation of the BPR. However, during the last year the requirements of the new GB regulatory scheme have been a major issue for UKCPI members.

The existing EU Biocidal Products Regulation (EU BPR) has been copied into GB law and amended to enable it to operate effectively in GB. This means that most aspects of EU BPR will continue in the same way under the new stand-alone regime. The GB Biocidal Products Regulation (GB BPR) came into force at 11pm on 31 December 2020.

A GB version of the Article 95 List has been established and operates in the same way as the EU Article 95 List. Companies that were already on the EU list on 31 December 2020 are included in the GB list. To remain on the list companies will need to submit supporting information to HSE within prescribed timescales. This will be the same information as was previously submitted to ECHA, for example, an active substance dossier or a letter of access. Companies submitting a letter of access will only be able to remain on the GB Article 95 List if the data owner(s) have submitted the relevant data to HSE within the prescribed timescales. All companies will also have to ensure they are established in the UK.

For product authorisation in GB you will need to submit a stand-alone GB application. Pending product applications that were not completed on or before 31 December 2020 will need to be resubmitted to HSE. Partial evaluations done by HSE under EU BPR prior to 01 January 2021 are considered valid under GB BPR and will not be restarted. Evaluation of applications that were pending on 31 December 2020 will continue under GB BPR from where HSE left off, once the application is resubmitted.

Other legislative areas / horizon monitoring

The UKCPI Advocacy, Regulatory & Communications Committee actively monitors other legislative areas, such as cosmetics, aerosols and perfumes, for issues that could influence our product categories.

To keep up-to-date on issues relevant to our industry, UKCPI regularly liaises with Defra Chemicals Policy & Communication Forum, DfT UN transport briefings, HSE GHS Stakeholders Group and the Environment Agency Chemical Industry Liaison Group throughout the year.

UKCPI Technical Manager Steven Stewart is in regular contact with technical managers in other industry trade associations. Furthermore, our Director General, Philip Malpass, sits on the Alliance of Chemical Associations (ACA), which represents the majority of the UK chemicals industries, as well as the Chemicals Stakeholder Forum run by Defra.
Communications
Covid-19
Hygiene continued to be a key topic throughout 2021, in light of the Covid-19 pandemic. In April, UKCPI supported the launch of a new report highlighting the critical role that hygiene plays in preventing the spread of infectious diseases. The joint report, from the International Scientific Forum on Home Hygiene (IFH) and the International Association for Soaps, Detergents and Maintenance products (A.I.S.E.), also shared insights into current consumer understanding of hygiene.

UKCPI website and members area
The UKCPI website was relaunched in early 2021, with a fresh new design, new members area and a dedicated section for professional cleaning within www.ukcpi.org. The website pages were migrated onto a new platform and given a new look in keeping with current designs. A new members’ area was added to the website, enabling UKCPI members to register for access to useful documents and guidance. The website serves as a key tool for publishing UKCPI news, information for consumers and membership details – as well as being a point of contact for journalists, consumers and potential members alike.

EU exit
Following the end of the EU exit transition period, UKCPI kept members appraised of the new rules and regulations as they came into force, via the monthly newsletter, ‘as it happens’ email alerts and the members area of the website.

Packaging and refilling
Plastic-related issues continued to feature throughout the year, including microfibres released from clothing during laundry, the use of recyclate in packaging and the percentage of packaging to be recycled. The trend for refilling gained traction in 2021, with several major retailers launching further in-store refill points over the course of the year.
Recycling awareness
UKCPI supported WRAP’s national Recycle Week in September on social media, to raise awareness of the importance of recycling cleaning product packaging.

Take Action Today, Put Them Away campaign
Work continued on the Take Action Today, Put Them Away campaign, which is run in partnership with the Royal Society for the Prevention of Accidents (RoSPA), to reduce the number of children harmed by accidental exposure to cleaning products in the home.

In 2021, UKCPI and RoSPA rolled out the programme via virtual launches, together with local partners from local councils and public health teams. This is proving to be a successful format and a cost-effective means of extending the campaign to many regions across the UK. In 2021, launches were held in Northamptonshire, Calderdale, York, Devon, Wiltshire and Bournemouth, Christchurch and Poole.

The campaign has gone from strength to strength since its first launch in 2013, and has now reached 26 areas of the UK, where over 500,000 families have been helped to prevent poisoning and eye injuries.

Communications network
UKCPI’s communications officer participates in AISE’s Commsnet network of communications professionals across Europe, as well as AISE’s Communications Steering Group and Hygiene Communications Task Force. Participation in these networks enable a useful exchange of information and best practice knowledge.

Advocacy, Regulatory & Communications Committee 2021

Peter Woodhead, Selden Research (Chair)
Helen Fenwick, Unilever UK & Ireland (Vice-Chair)
Barrie Anderson, Nice-Pak International
Amy Barker, SC Johnson
Claudia Berto, Henkel
Gosia Bilska-Pietrasiak, Star Brands
Marina Bishop, Nice-Pak International
Andy Brack, PZ Cussons (UK)
Mick Cooper, PZ Cussons (UK)
Rhian Eckley, Unilever UK & Ireland
Rowland Furse, Reckitt
Jerome Gourbeault, Reckitt
Mark Henry, Coventry Chemicals (trading as Mirius Global Hygiene Solutions)
Andrew Hill, Robert McBride
Tony James, Consultant, ACDOPRO
Kamila Josefacka, Coventry Chemicals (trading as Mirius Global Hygiene Solutions)
Nancy Katsouli, Procter & Gamble UK & Ireland
Kostas Kotsanopoulos, Diversey
Rajnish Maharaj, Ecolab
Christine Mammah, SC Johnson
Stephen McKay, Greyland
Fiona Nortje, Unilever UK & Ireland
Yash Parulekar, Monosol
John Pickup, Consultant
Dainius Plepys, Clorox
Carole Scott, Henkel
Philip Malpass, UKCPI
Charlotte Salter, UKCPI
Steve Stewart, UKCPI
UKCPI council and legal panel

**UKCPI Council**
Rowland Furse, Reckitt (Chair)
Rob Keeling, Airpure (Vice chair)
Tony Appleton, Procter & Gamble UK & Ireland
Amy Barker, SC Johnson
Charlie Beevor, Unilever UK & Ireland
Claudia Berto, Henkel UK
Neil Bolton, Procter & Gamble UK & Ireland
Duane Butterfield, Ecolab
Ian Croft, Robert McBride
Mark Cunningham, PZ Cussons (UK)
Rhian Eckley, Unilever UK & Ireland
Gareth Edwards, Acdoco
Rob Fenton, Dri Pak
Jerome Gourbeault, Reckitt
Graham Horne, Astonish
Kostas Kotsanopoulos, Diversey
Philip Malpass, UKCPI (Secretary)
Bruce Maxwell, Dri-Pak
Ania McClafferty, Unilever UK & Ireland
Ed Whittle, SC Johnson
Peter Woodhead, Selden (ARC rapporteur)

**UKCPI Legal panel**
The UKCPI legal panel in 2021, consisting of Tony Appleton and Ania McClafferty, continued to advise UKCPI on any legal matters concerning the industry.
In addition to a specific external affairs programme to meet and brief a number of key groups and opinion formers throughout 2021, UKCPI worked closely with government departments, other trade associations, NGOs, external stakeholders and the media on matters of common interest. These have included:

- Allergy UK
- Alliance of Chemical Associations (ACA)
- American Cleaning Institute (ACI)
- Association for Soaps, Detergents and Maintenance Products (AISE)
- Asthma UK
- British Aerosols Manufacturers Association (BAMA)
- British Association for Chemical Specialities (BACS)
- British Brands Group
- British Cleaning Council (BCC)
- British Coatings Federation (BCF)
- British Plastics Federation (BPF)
- British Retail Consortium (BRC)
- British Standards Institute (BSI)
- Chemical Business Association (CBA)
- Cleaning Products Europe
- UK Chemicals Stakeholders Forum (CSF)
- Child Accident Prevention Trust (CAPT)
- Cleaning Industry Liaison Forum (CILF)
- Confederation of British Industry (CBI)
- Cosmetics, Toiletry and Perfumery Association (CTPA)
- Department for Business, Energy and Industrial Strategy (BEIS)
- BEIS Transition / EU exit forum
- Department for Environment, Food and Rural Affairs (DEFRA)
- DEFRA’s Chemical policy / EU exit forum
- Department for International Trade, chemicals round table
- Department for Transport (DfT)
- Environment Agency Chemicals Liaison Group
- Euromonitor
- Health and Safety Authority (Ireland)
- Health and Safety Executive (HSE)
- Health and Safety Laboratories (HSL)
- Home Office
- Industry Council for Packaging and the Environment (Incpen)
- International Fragrance Association (IFRA UK)
- International Network of Cleaning Product Associations (INCPA)
- International Scientific Forum on Home Hygiene (IFH)
- Irish Cosmetics and Detergents Association (ICDA)
- National Poisons Information Service, Birmingham (NPIs)
- Ricardo Consulting
- Royal Society for the Prevention of Accidents (RoSPA)
- Sense about Science (SaS)
- Science Media Centre (SMC)
- Trade Association Forum (TAF)
- UNSCoEGHS
- Waste and Resources Action Programme (WRAP)

All-Party Parliamentary Group (APPG) for the cleaning and hygiene sector
UKCPI is a founding member of the All-Party Parliamentary Group (APPG) for the cleaning and hygiene sector, which was inaugurated on 2 February 2021.

The APPG represents the interests of the cleaning and hygiene sector in Parliament and maintains a dialogue with MPs, ministers and government.

A total of 53 MPs and three Members of the House of Lords have joined the group, making it one of the bigger and most credible APPGs.

Nigel Mills, MP for Amber Valley and who has SC Johnson in his constituency, and Baroness Greengross co-chair the group.

All these organisations contributed to the influence and effectiveness of UKCPI during 2021.
UKCPI team

The UKCPI team is supported by teams of experts drawn from our membership in the fields of technical, regulatory and external affairs. The overall leadership of the UKCPI is provided by the Council made up of industry leaders.

Philip Malpass, Director General
Graduated in marine sciences with a Masters and post graduate research in marine environmental chemistry. Philip has experience of working in communications and external affairs for multinational chemicals and pharmaceutical companies, as well as managing issues and external relations for international alcohol brands.

Charlotte Salter, Communications Officer
Charlotte covers digital media, press office, external and internal communications for UKCPI. She holds a degree in French, Spanish and Italian and has experience in digital and print publishing, having previously worked as a magazine editor for international B2B magazines and websites.

Steven Stewart, Technical Manager
Steve is responsible for technical and regulatory affairs at UKCPI. He graduated with honours in chemistry and has over 20 years experience in the cleaning products sector.

Kathryn Dodgson, Personal Assistant/Office Manager
Kathryn is responsible for the smooth running of the UKCPI office as well as UKCPI committees and events. She previously worked for the NHS for over eight years in various roles, including management of NHS pharmaceutical contracts and GP contracts. Kathryn has a degree in English Literature.