CLEAN SMART

ANNUAL REVIEW 2023

“Expert and balanced information about cleaning and hygiene”
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As managing director of an SME in the consumer homecare sector, it will come as no surprise if I say that 2023 was a challenging year for businesses trading in the UK. Be it the cost of living impact on consumer confidence, events beyond our borders on energy and supplier costs, or UK political dramas!

It is therefore pleasing for me to report that, throughout all of this, in 2023 UKCPI has continued to steadily meet its members’ expectations by delivering on its three core functions.

The primary purpose of our association is to keep members abreast of current issues and regulations. This helps to avoid costly mistakes and UKCPI has been especially active this year, not least because businesses are subject to UK, GB and NI regulatory regimes.

Secondly, UKCPI’s role is to advocate on behalf of its members and I continue to be impressed by the myriad interactions UKCPI maintains with external stakeholders and policy makers to convey the views of its members in a coherent and credible way.

You will see in the following pages how our long-standing and trusted relationships with UK Government officials is helping us advocate for sensible and pragmatic regulation, not only in our areas of expertise but also in areas not traditionally seen as core – such as Extended Producer Responsibility, plastic in wet wipes, explosive precursors and product safety regulations.

I am particularly pleased to see Defra recognising UKCPI as the leading association to talk to over the UK Detergent Regulations, which will be critical in future discussions given potential changes in the EU regulations.

Thirdly, UKCPI has responded swiftly to journalists’ sometimes challenging enquiries related to our sector and I believe this, together with our social media presence and comprehensive website, has achieved balanced coverage or indeed no negative story being run. Our outreach safety campaign with RoSPA is an unsung hero! Since its inception, the campaign material has now been given to over 700,000 families in their homes in over 40 regions of the UK identified as having a high rate of infant accidental poisonings. We have data from RoSPA to show that it is reducing accidental admissions year on year and I welcome the discussions we are having with the NPIS on how we can better understand the nature of the accidents and severity, clearly important for us all as we continue to bring new products and formats onto the market.

I would like to extend my gratitude to my colleagues in the Council and ARC Committee for their input and guidance throughout the year, especially when we all have businesses to run.

Please pass on this annual review within your company as it serves to remind colleagues of the numerous activities undertaken by UKCPI on our behalf, which we would likely struggle to address as individual companies.

Finally, as you read through this publication you might be forgiven for forgetting that UKCPI is a small (but energetic) team and I would like to extend my thanks to Kathryn, Charlotte, Steve and Philip who deliver such good progress on our behalf.

As I hand over the chair to Ian Croft of Robert McBride, I have every confidence that Ian, the UKCPI team and UKCPI members’ engagement will rise to the inevitable challenges that 2024 will provide.

Robert Keeling
Managing Director,
Airpure International Ltd
An introduction to UKCPI

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.

What we do

Industry representation
- UKCPI represents its members’ interests directly to UK Government departments, stakeholders and academic bodies to ensure practical and sensible formulation and then application of UK policy and regulation.
- Through membership of AISE (Association for Soaps, Detergents and Maintenance Products), UKCPI ensures that UK members are kept aware of regulatory changes at a European level, which are still relevant to Northern Ireland.

Advice and guidance
- Provide valuable advice and guidance to members regarding current and forthcoming legislation and regulation.
- Organise regional meetings, seminars and workshops to keep members up-to-date on technical and regulatory developments and issues.
- Give individual help to members on a daily basis, especially regarding technical and regulatory affairs.
- Maintain a comprehensive members’ extranet covering legal and regulatory requirements.

Authoritative industry voice
- Provide the industry voice for its members to the media and outside organisations, both directly and through its website: www.ukcpi.org
- Give advice and answer queries from the general public, continually working to improve knowledge and understanding of the industry’s products.

- Proactively engage with journalists to provide information and comment to foster balanced reporting on our sector. Additionally, challenge and correct misleading coverage.

The UK market

UK Retail Sector
- Fabric Washing: 15%
- Dish Cleaning: 15%
- Hard Surface Cleaners: 16%
- Maintenance Products: 5%
- Bleaches: 6%
- Toilet Soaps (liquid & solid): 3%

UK PC&H sector
- Technical Cleaning: 17%
- Kitchen & Catering: 6%
- Food & Beverage: 24%
- Building Care: 16%
- Laundry: 16%
- Other: 11%

Total retail sales value of over £4.5bn
Total sales value of over £900 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.

“Expert and balanced information about cleaning and hygiene”
www.ukcpi.org
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, given the regulatory burden the industry faces.

Enquiries on key issues such as labelling and biocide regulations are a frequent topic and this reflects the core activities the association undertakes in regard to 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 that UKCPI is asked to meet and contribute to Government thinking on regulations prior to initiatives being fully developed, which has been essential during 2023.

“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 continues to be important as members operate in both UK and EU markets.

**Webinars**
In 2023 UKCPI introduced dynamic webinars on issues important to members, which were put together quickly as needs arose. These webinars were an opportunity for members to hear directly from policy makers and obtain clarity on significant topics.

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

**Members’ extranet**
The extranet 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 2023, UKCPI worked with a number of Government departments and stakeholder groups to promote members’ interests.

**EU exit**
Despite officially leaving the EU in January 2020, throughout 2023 we continued to assess and understand a number of post-Brexit political actions and their impact on members - not least the Retained EU Law (Revocation and Reform) Act, the Northern Ireland Protocol and the Windsor Framework adopted in March 2023 to ease movement of goods between GB and Northern Ireland.

UKCPI’s membership of the Defra-led Chemicals Stakeholder Forum (CSF), also the Defra Chemicals Policy and Communications Forum (CPCF) and the Alliance of Chemical Associations (ACA) meant we could align downstream users and industry positions and meet with officials on a regular basis.

**UK Reach**
UKCPI provided input into Defra consultations and supported the extensive lobbying to Ministers which resulted in securing an extension of three years to the UK Reach transitional registration deadlines.

However, the work to progress a UK Reach alternative registration model, that would work within the new UK framework and minimise the cost burden on industry, has not progressed quickly. Through our involvement in the downstream users group (ACA) and the Defra UK Reach team, and with the recent announcement of a consultation early in 2024, we expect to see more rapid development of the Alternative Transitional Registration model in 2024.

**Single use plastic**
UKCPI proactively sought out meetings with Defra officials responsible for Government policy on single use plastic (SUP) including plastic in wet wipes. This followed extensive dialogue with the Welsh Assembly and Scottish Government on their proposals to ban plastic in wipes. Wales eventually announced that it was not extending its ban to include plastic in wipes.

The media focus throughout this year was on sewage outflows and river and water quality.

UKCPI continued to work with members to update its comprehensive briefing pack used to explain the benefits of retaining plastic in wipes for certain professional uses, whilst also seeking greater consumer education on the correct disposal routes for wet wipes such as non-flushable wipes. We also continued to brief officials on the contribution that sewage disposal plants have in relation to releases of wet wipes into the environment. UKCPI will continue to represent members’ interests when responding to the recently announced consultation on proposals to ban plastic in wet wipes.

Our position was shared with the Absorbent Hygiene Product Manufacturers Association (AHPMA), the Cosmetic, Toiletry & Perfumery Association (CTPA) and the nonwovens association EDANA for a consistent industry response.

A consequence of these initiatives is that it has highlighted the possibility of regulations or restrictions differing between the four nations of the UK and the added complexity that would mean for manufacturers and retailers. UKCPI will continue to engage with the Office of the Internal Market (OIM), part of the Competition and Markets Authority, to ensure it has the right contacts and understanding of potential issues relating to movement of goods within the UK internal market should the devolved nations decide on divergent policies.
Formaldehyde
Mid-way through 2023 the UK Health and Safety Executive (HSE) and the UK Health and Security Agency (UKHSA) launched a call for evidence on the exposure of the general public to formaldehyde from formaldehyde releasers in articles. Whilst the questions posed by HSE related primarily to releases from resins and construction materials, cleaning agents, candles and air fresheners were mentioned in their preamble.

UKCPI responded to the call for evidence, which we saw as a useful opportunity to remind and update policy makers of the modest, if any, contribution of cleaning products to formaldehyde in indoor air.

Extended Producer Responsibility for packaging (EPR)
Throughout the year UKCPI continued to engage and support the packaging industry association (INCPEN) as well as The Food and Drink Federation (FDF) and The British Retail Consortium (BRC) to make the case to Ministers for a rethink on the EPR and for greater involvement of the industry in a future scheme and scheme administrator.

This work has resulted in a delay to the proposed timeline for data collection and submission. In addition, UKCPI has responded to the Defra consultation on a future EPR Scheme Administrator and applied to be a trade association member of a steering group to be established to help guide the formation of the new EPR Scheme Administrator.

Regulatory
Since the UK’s exit from the EU, it 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, has submitted comments on behalf of industry to government officials. Northern Ireland will continue to follow EU regulations under the Northern Ireland Protocol and the Windsor Framework adopted in March 2023.

Regulation on Classification, Labelling and Packaging of substances and mixtures (CLP)
As part of the Chemicals Strategy for Sustainability, the European Commission set in motion the revision of CLP and a Delegated Act on the new hazard classes was published and notified to the WTO in September. This Act was published as a regulation in March 2023. The proposed revision of the CLP regulation continued to be considered through the year.

Overall, the main areas being proposed under revision are:
- improving Classification for both CLH and self-classification;
- labelling issues around fold-out labels and small packaging;
- introduction of a minimum font size;
- extended requirements for child resistant fastenings and tactile warning of danger;
- advertisement requirements;
- and applicability and transitional periods

In the UK, a mandatory classification table was established by the Health and Safety Executive (HSE) and is now being updated. For this, HSE published a Technical Report which may or may not aligned with the RAC opinion. HSE then publish their opinion on the substance within 12 months. From then, they have 12 months to recommend a revised classification to ministers. After the minister approves the change, it will be amended on the CLP Mandatory Classification Table and will include an entry into force date. This date will be set to allow industry time to respond and, although expected to be 18 months, it is not set in stone.

During the year, it was announced that Annex VIII (harmonised reporting to poison centres) would be removed from the GB regulation through the use of the Retained EU Law (Revocation and Reform) Act. The system introduced by both NPIS and DHSC will continue for Northern Ireland, with the GB voluntary approach continuing.
Review of the Detergents Regulations
In Europe the Commission continues to review the Detergents Regulations and AISE continues to advocate on behalf of industry and responded to developments during the course of the year.

The changes proposed by the Commission include the following key priorities for Industry:
• Digital product passport
• Microbial cleaning products
• Digital labelling
• CE marking
• Transition period

Additionally, discussions with the Commission have also been held on topics such as the definitions, labelling of fragrance allergens, link to the pharmacos website and the biodegradability of the soluble film.

In the UK there have been no changes to the regulations, so for the moment we remain aligned, but this will change when changes are adopted at the EU level. UKCPI participated in a Defra review of the enforcement of the regulations and the outcome is still awaited.

Biocidal products
Following the end of the EU exit transition period on 31 December 2020, the EU Article 95 list of biocidal active substance suppliers is no longer applicable in Great Britain (England, Wales and Scotland). Under the GB Biocidal Products Regulation (GB BPR) Great Britain maintains its own, independent list of biocidal active substance suppliers, referred to as the GB Article 95 list. Biocidal active substance and product suppliers included on the EU Article 95 List on 31 December 2020 were automatically added to the GB Article 95 List. To remain on the GB Article 95 List, suppliers had to submit information to HSE by 31 December 2022. Suppliers that failed to submit the relevant information to HSE by 31 December 2022 will be removed from the GB Article 95 List during 2023.

UKCPI is in regular contact with HSE Chemicals Regulations Directorate. Priority is given to new active substance and biocidal product applications so they can get to market. HSE is working on a work programme for the approximately 400 existing active substances and a consultation on their approach is expected next year.

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. UKCPI organised a webinar with the Home Office to provide members with an opportunity to learn about the new requirements brought in under the Control of Poisons and Explosive Precursors Regulations 2023.

To keep up-to-date on issues relevant to our industry, UKCPI regularly liaises with the 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.
The Take Action Today, Put Them Away home safety campaign, which UKCPI runs in partnership with the Royal Society for the Prevention of Accidents (RoSPA), continued to work to reduce the number of children involved in incidents of accidental exposure to cleaning products in the home. This year the campaign’s safety advice was updated to address dangerous decanting trends on social media, reminding families to keep cleaning products in their original containers so that all the safety information on pack is retained.

UKCPI and RoSPA rolled out the 2023 programme via both virtual and in person launches, together with partners from local councils and public health teams, who offered excellent feedback on the campaign. In 2023, launches were held in Oxfordshire, Birmingham, Telford & Wrekin, Solihull, Warwickshire and Shropshire.

There was a fantastic response from parents, with 97% saying that the magnetic fridge pad is helpful in reminding them to put their chemicals in a safer place and 96% saying that the checklist is useful or very useful in helping to make their homes safer.

Now celebrating its 10th anniversary, the campaign has gone from strength to strength since it began in 2013. UKCPI has funded launches in 40 areas of the UK, where over 700,000 families have been helped to prevent poisoning and eye injuries. Following the early success of the campaign, UKCPI member P&G funded additional launches in 60 areas in the North West, North East and Yorkshire and Humber region, bringing the total number of Take Action Today launches to 100 this year.

Indoor Air Quality

UKCPI continued to actively monitor the topic of Indoor Air Quality (IAQ), which featured in the media, academia and parliament throughout the year. The Chief Medical Officer Professor Chris Witty’s annual report at the end of 2022 focused on air pollution, saying that “tackling indoor air pollution should now also be a priority” and UKCPI is monitoring studies on cleaning products and Indoor Air Quality from universities including York and Imperial, to inform members of the latest developments.

Indoor Air Quality and NMVOC levels form part of the government’s Clean Air Strategy and this year a parliamentary briefing on IAQ was published by the Parliamentary Office of Science and Technology, which covered the types of indoor air pollutants, current research, legislation and potential interventions to improve IAQ – including product labelling.
Recycling awareness
UKCPI supported WRAP’s annual Recycle Week in October on social media, to raise awareness of the importance of recycling cleaning product packaging. This year the national campaign focused on “missed capture”: the items that can be recycled but are commonly missed in the home, including cleaning product packaging.

Social media
UKCPI published key messages to audiences on both X (formerly Twitter) and LinkedIn throughout the year, a snapshot of which is illustrated below.

Member communications
Throughout the year, UKCPI kept members appraised of the latest news, events and regulatory updates via the monthly members’ newsletter, email alerts and the members’ area of the website.

Event partnerships
UKCPI supported the Cleaning Products Europe 2023 event in Amsterdam, with a partnership which raised its profile and secured discounts to the event for UKCPI members.

Communications network
UKCPI’s communications officer, Charlotte Salter, participates in AISE’s Commsnet network of communications professionals across Europe as well as AISE’s Communications Steering Group. Participation in these networks enables a useful exchange of information and best practice knowledge, as well as training in new communications tools.
UKCPI committee members during 2023

UKCPI Council
Rob Keeling, AirPure (Chair)
Ian Croft, Robert McBride (Vice chair)
Tony Appleton, Procter & Gamble UK & Ireland
Charlie Beevor, Unilever UK & Ireland
Claudia Berto, Henkel UK
Neil Bolton, Procter & Gamble UK & Ireland
Luisa Castro Noronha, Diversey
Mark Cunningham, PZ Cussons (UK)
Rhian Eckley, Unilever UK & Ireland
Gareth Edwards, Acdoco
Rob Fenton, Dri-Pak
Rowland Furse, Reckitt
Graham Horne, Astonish
Kostas Kotsanopoulos, Diversey
Philip Malpass, UKCPI (Secretary)
Ania McClafferty, Unilever UK & Ireland
Fiona Nortje, Unilever UK & Ireland
Nadine Slyper, Unilever UK & Ireland
Ed Whittle, SC Johnson
Peter Woodhead, Selden (ARC rapporteur)

Advocacy, Regulatory & Communications (ARC) Committee
Peter Woodhead, Selden Research (Chair)
Helen Fenwick, Unilever UK & Ireland (Vice-Chair)
Tom Bell, Reckitt
Claudia Berto, Henkel UK
Marina Bishop, NicePak International
Andy Brack, PZ Cussons
Elaine Campling, Ecoegg
Luisa Castro Noronha, Diversey
Rowland Furse, Reckitt
Mark Henry, Mirius
Andrew Hill, Robert McBride
Tony James, ACDOPRO
Nancy Katsouli, Procter & Gamble UK & Ireland
Kostas Kotsanopoulos, Diversey
Philip Malpass, UKCPI
Christine Mammah, SC Johnson
Stephen McKay, Greyland Limited
Anna Ochot-Bednarek, Monosol
Fiona Nortje, Unilever UK & Ireland
Yash Parulekar, Monosol
Dainius Plepys, Clorox
John Pickup, Consultant
Charlotte Salter, UKCPI
Steven Stewart, UKCPI
Ayca Turgay, Procter & Gamble UK & Ireland
Josh White, ACDOPRO

UKCPI Legal Panel
The UKCPI legal panel in 2023, 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 2023, UKCPI worked closely with government departments, other trade associations, NGOs, external stakeholders and the media on matters of common interest.

These have included:

- All-Party Parliamentary Group (APPG) for the cleaning and hygiene sector
- 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 Chemical Association (BCA)
- 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)
- Cosmetics, Toiletry and Perfumery Association (CTPA)
- Department for Business and Trade (DBT)
- 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 Committees (HSE)
- Health and Safety Laboratories (HSL)
- Home Office
- Indian Home & Personal Care Industry Association
- 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)
- Office for the Internal Market (OIM)
- Office for Product Safety and Standards
- Ricardo Consulting
- Royal Society for the Prevention of Accidents (RoSPA)
- Sense about Science (SaS)
- Science Media Centre (SMC)
- Trade Association Forum (TAF)
- UN Sub Committee of Experts on GHS (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 2023.
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.
philip.malpass@ukcpi.org

**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.
charlotte.salter@ukcpi.org

**Steven Stewart, Technical Manager**
Steve is responsible for technical and regulatory affairs at UKCPI. He graduated with honours in chemistry and has over 30 years’ experience in the cleaning products sector.
sstewart@ukcpi.org

**Kathryn Dodgson, Admin Manager**
Kathryn is responsible for the smooth running of the UKCPI administration 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.
secretariat@ukcpi.org