



## External contacts and stakeholders

In addition to a specific external affairs programme to meet and brief a number of key groups and opinion formers throughout 2012, UKCPI worked closely with other trade associations, government departments, external stakeholders and the media on matters of common interest, these have included:

- Allergy UK
- Alliance of Industry Associations (AIA)
- Association for Soaps, Detergents and Maintenance Products (AISE)
- Asthma UK
- British Aerosols Manufacturers Association (BAMA)
- British Association for Chemical Specialities (BACS)
- British Business Bureau (BBB)
- British Cleaning Council (BCC)
- British Retail Consortium (BRC)
- British Standards Institute (BSI)
- UK Chemicals Regulatory Forum (CRF)
- UK Chemicals Stakeholders Forum (CSF)
- Confederation of British Industry (CBI)
- Cosmetics, Toiletry and Perfumery Association (CTPA)
- Department of Environment, Food and Rural Affairs (DEFRA)
- Department for Business, Innovation and Skills (BIS)
- Environment Agency Chemicals Liaison Group
- Health and Safety Executive Committees (HSE)
- Industry Council for Packaging and the Environment (Incpen)
- International Fragrance Association (IFRA UK)
- National Poisons Information Service, Birmingham (NPIS)
- London Organising Committee of the London Olympic Games and Paralympic Games (LOCOG)
- Royal Society for the Prevention of Accidents (RoSPA)
- Sense about Science (SaS)
- Sustainable Clothing Action Programme (SCAP)
- Science Media Centre (SMC)
- Trade Association Forum (TAF)
- Waste and Resources Action Programme (WRAP)

All these organisations contributed to the influence and effectiveness of UKCPI during 2012.

### All Party Parliamentary Group for the Cleaning and Hygiene Industry (APPG)

The APPG of MPs with a constituency interest continues to provide UKCPI with an excellent network of contacts in both the House of Commons and the House of Lords.

Jim Dobbin MP continued to chair the group throughout 2012 with cross party support from Liz Truss MP, David Mowat MP and treasurer David Crausby MP.

A briefing took place in the House of Commons for all APPG Members of Parliament with experts talking on topics of hospital hygiene, sustainability and SME concerns.



## Technical Committee – 2012 review

The UKCPI Technical Committee was chaired in 2012 by Dr Sheila Kirkwood, for the final time before her retirement at the end of this year. The committee met eight times throughout the year to progress the UKCPI workplan, and to discuss regulatory and technical developments affecting the industry. UK-specific issues are the key focus, but the committee also monitors EU regulatory developments closely. This is primarily done by linking with AISE technical activities so that we are able to input UK opinions into European discussions.

*“UK-specific issues are the key focus”*

### Regulation on Classification, Labelling and Packaging of substances and mixtures (CLP)

The CLP Regulation has a transition period for the classification of mixtures until 1 June 2015. If classification by calculation is applied under the new regulation, many products would become more severely classified and labelled than is currently the case. Experience shows that such classification may not be justified and may confuse consumers.



A Detergents Classification Network (DCN) is being developed to promote and enable science-based, consistent and appropriate classification of detergent & cleaning products for skin and eye corrosion/irritation end points under CLP. During the year the project reached some important conclusions with respect to skin. Eye irritation is



however, more complicated, and work is still ongoing in this complex area. Following on from a previous workshop, a series of webinars updated stakeholders on progress with the DCN. UKCPI members were actively involved and maintain contact with UK stakeholders.

### CLP implementation issues

*“UKCPI will continue to press the industry view at the HSE GHS Stakeholder meetings”*

Key implementation issues have been labelling for soluble packaging, chronic aquatic toxicity classification and metal corrosion classification. UKCPI will continue to press the industry view at the HSE GHS stakeholder meetings. Article 45 of the regulations requires the Commission to propose a harmonised format for submitting data to Poison Control Centres - industry has called for concentration ranges rather than exact formulations.

### National Poisons Information Service (NPIS)

UKCPI and NPIS (UK Poison Control Centre) have collaborated over several years on the study of incidents involving household products in the home. This work culminated in the publication of two important papers during the year in the journal Clinical Toxicology.

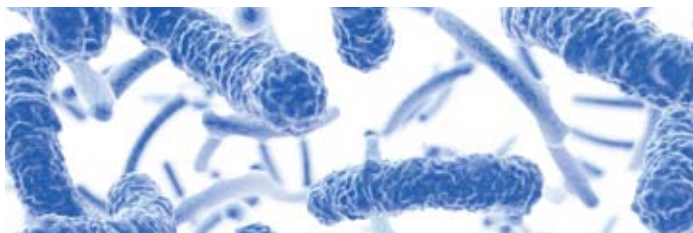


*“UKCPI and NPIS have collaborated over several years”*

The studies concluded that NPIS is commonly contacted in connection with household products, but such exposures rarely result in serious consequences and that although eye exposure to liquid capsules can lead to irritation and pain, recovery was complete in all cases. Ingestion may result in drowsiness, but recovery was complete in all cases that could be followed up.



## Technical Committee – 2012 review



### Biocidal Products

Progress is slow on the review programme for active materials and is likely to be extended to 2025. The first inclusion directive for our sector has been published covering hydrochloric acid.

The re-cast of the directive to a regulation has been published and comes in to effect on 1 September 2013. New regulations covering harmonised fees for union authorisations, same product authorisations and changes to authorisations are also under consultation. The Technical Committee will continue to work closely with AISE and HSE on these issues.

### Control of Major Accident Hazards (CoMAH)



UKCPI and HSE contributed significantly to the revision of the Seveso Directive. The draft proposed a general lowering of the environmental thresholds which would have captured many sites and warehouses handling low quantities of sodium hypochlorite and products containing this active.

A specific entry for environmentally classified mixtures containing less than 5% sodium hypochlorite has now been written in to the directive.

### Sodium Hypochlorite: Environmental Classification

AISE, supported by national associations, continues to work with the Commission and Member States to secure a harmonised acute environmental classification. While there has been some acceptance of the data, results and conclusions; work continues to gain formal recognition.

### REACH



Although REACH was not a priority regulatory issue during 2012, it was still important to continue to monitor developments to keep members regularly updated. To this end, the April members' regional meeting was devoted to Exposure Scenarios as required under REACH.

*"Regional meeting was devoted to Exposure Scenarios as required under REACH"*

### Transport Regulations

Work has continued internationally on a number of topics from previous years, in particular on classification of corrosives, trying to achieve better harmonization without damaging impacts for transport. It is unlikely that this will be completed in this UN biennium. Members were alerted to the minimum height of 65mm applicable to Proper Shipping Names marked on tanks and tankers going by sea.

Following a prosecution on the continent, what is meant by Closed Cargo Transport Units was confirmed by DfT. Members were advised to carefully check the requirements for their particular products. Sodium Hydroxide in IBCs is one such product affected.





# Member services

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. Labelling issues continue to be a frequent topic and this reflects the number of on-going 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.

UKCPI staff are directly linked to AISE at key points which means that the association is in a position to inform relevant officials and to keep UK member companies up to date on issues affecting their businesses.

## Regional meetings

UKCPI runs two regional meetings each year, aimed at updating member companies that are not directly involved in the committees of the association. They are well attended by a broad range of members and we are always pleased to see new faces.

## SME Forum

In response to feedback from SME members, the association created a forum for them to discuss and network on issues that are specific to them. At the same time SME representation on Council and on the Technical Committee was strengthened.

## Newsletter

A monthly email newsletter includes updates on UKCPI activity, reminders of forthcoming meetings as well as a summary of relevant news stories that have appeared in the media each month.



## Members extranet



The extranet continues to allow 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 are also available for members here. A new monthly email summarizes the latest documents uploaded to the extranet and allows members to click through and log in.



# UKCPI Committees

## Council Members during 2012

Colin McIntyre (Chair 2010-2012)	Robert McBride
Brandon Pilling (appointed Chair 2012/13)	ACDOPRO
Tony Appleton	Procter & Gamble UK & Ireland
Dr John Bailey	Procter & Gamble UK & Ireland
Colin Butler	Reckitt Benckiser UK
Neill Craigie	PZ Cussons (UK)
Steve Elder (Vice Chair)	Ecolab
Andy Fisk	Procter & Gamble UK & Ireland
Neil Fletcher	Unilever UK & Ireland
Rowland Furse	Jeyes UK
Brad Goodwin	SC Johnson
Petra Hangweier	Unilever UK & Ireland
Tim Jones	Diversey Limited
Dr Sheila Kirkwood	Robert McBride
Bruce Maxwell	Dri-Pak
Ania McClafferty	Unilever UK & Ireland
Pedro Medez	Unilever UK & Ireland
Jacky Morris (2012 onwards)	Unilever UK & Ireland
Iain Potter (Vice Chair)	Unilever UK & Ireland
Alan Rogers	Kay's (Ramsbottom)
Philip Malpass	UKCPI

## External Affairs Committee

David Walker (Chair)	Consultant, Robert McBride
Dr John Bailey (Vice Chair)	Procter & Gamble UK & Ireland
Nicola Dykes	Unilever UK & Ireland
Tim Jones	Diversey Limited
John Pickup	Industry Consultant
Sally Ann Wilkinson	Consultant, Reckitt Benckiser UK
Philip Malpass	UKCPI
Charlotte Salter	UKCPI
Steve Stewart	UKCPI



# UKCPI Committees

## Technical Committee during 2012

Dr Sheila Kirkwood (Chair)	Robert McBride
Dr John Bailey (Vice Chair)	Procter & Gamble UK & Ireland
Barrie Anderson	Nice-Pak
Colin Butler	Reckitt Benckiser UK
Nick Buxton	Diversey Limited
Vanessa Cole	Rockline Industries
Ian Croft	SC Johnson
Rowland Furse (appointed Chair 2012/13)	Jeyes
Brian Glanville	Ecolab
Rachael Guckenheim	Rentokil Initial
Duncan Halliwell	PZ Cussons (UK)
Tony James	Consultant, ACDOPRO
Adelle Killey	Unilever UK & Ireland
Susan Maskew	Ecolab
Tina Parker	Reckitt Benckiser
Tina Patel	Rockline Industries
Demelza Turner-Wilkes	Premiere Products
Philip Malpass	UKCPI
Steve Stewart	UKCPI

## The UKCPI legal panel

The UKCPI legal panel throughout 2012 consisting of Tony Appleton, Cassie Hawkins, Ania McClafferty and Jacky Morris continued to advise UKCPI on any legal matters concerning the industry.



## 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 pharma companies, as well as managing issues and external relations for international alcohol brands.

[philip.malpass@ukcpi.org](mailto:philip.malpass@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 20 years' experience in the cleaning products sector.

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**Charlotte Salter**  
Communications Officer

Charlotte covers digital media, press office, external and internal communications for UKCPI. She speaks French, Spanish and Italian and previously worked as a magazine editor managing a range of international B2B publications, websites and video.

[charlotte.salter@ukcpi.org](mailto:charlotte.salter@ukcpi.org)



**Kathryn Dodgson**  
Personal Assistant/  
Office Manager

Kathryn is responsible for the smooth running of the UKCPI office and 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.

[secretariat@ukcpi.org](mailto:secretariat@ukcpi.org)



## UKCPI members

ACDOPRO Limited  
 Cater-Lyne Limited  
 Christeysn UK Limited  
 Dasic International Limited  
 Diversey Limited  
 Dri-Pak Limited  
 Ecolab Limited  
 Genencor International BV (A Dansico Company)  
 Jeyes Limited  
 John Drury & Co Limited  
 Kay's (Ramsbottom) Limited  
 Lakeland Limited  
 Lornamead UK Limited  
 Nice-Pak International Limited  
 Persan ES

Procter & Gamble UK & Ireland Limited  
 Premiere Products  
 PZ Cussons (UK) Limited  
 Reckitt Benckiser (UK) Limited  
 Rentokil Initial UK Limited  
 Robert McBride Limited  
 Rockline Industries Limited  
 SC Johnson Limited  
 Senzora BV  
 Solent Packaging International Limited  
 Star Brands Limited  
 The London Oil Refining Company Limited  
 Unilever UK Limited  
 William Clements (Chemicals) Ltd  
 Zenith Hygiene Group Systems Limited





## External Affairs Committee – 2012 review

*“to ensure that stakeholder opinion and media coverage is better informed”*

The UKCPI External Affairs Committee (EAC) was chaired throughout 2012 by David Walker representing McBride and has continued to progress the association's communications strategy and workplan for 2012.

The main plank of the strategy - to be more proactive in our external relations - has been executed through both a stakeholder contact programme to make UKCPI better known amongst key opinion formers and with constant media contact to be seen as the source of expertise for the sector.

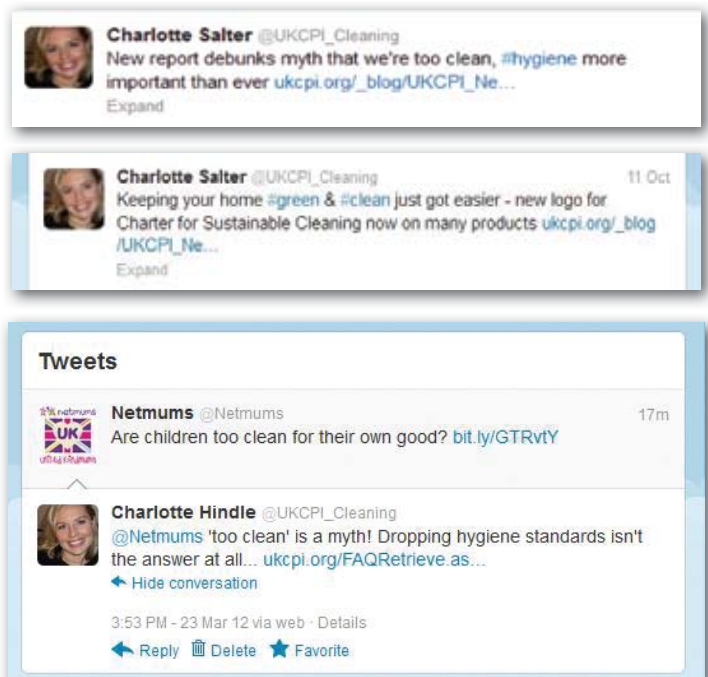
### Stronger web presence

In early 2012 we launched a brand new consumer-facing website to better present UKCPI as a source of credible information for journalists, opinion formers and concerned consumers. Designed with concerned consumers in mind, [www.ukcpi.org](http://www.ukcpi.org) provides expert advice on areas such as health and hygiene, green cleaning and cleaning for wellbeing.



### Social media

Alongside the website, a twitter account provided regular news and updates to followers throughout 2012.



In 2013, UKCPI will continue to develop its online presence, as well as its proactive communications strategy and stakeholder contact programme in order to ensure that stakeholder opinion and media coverage is better informed.



# External Affairs Committee – 2012 review

## Proactive Media Work

### Charter for Sustainable Cleaning campaign

*“driving change to more sustainable production and sustainable consumption patterns”*

The Charter for Sustainable Cleaning is a voluntary industry initiative set up in 2005, encouraging manufacturers and consumers to adopt more sustainable cleaning practices.

The new Charter 2010 is enhanced with revised manufacturing criteria as well as the introduction of new product-related sustainability criteria.

In order to raise awareness of the new Charter logo, UKCPI ran a two-stage campaign in 2012 – first targeting retailers and then consumers.

### Retail phase

The first stage was an online retail campaign with adverts on key trade websites The Grocer and Talking Retail throughout June and July, delivering a total of 181,930 impressions over the two months. The adverts took visitors to a dedicated page on the UKCPI website with details on the Charter.



### Consumer phase



Advertising in Mother & Baby magazine

Stage two was a consumer campaign targeting parents and key concerned consumers throughout the autumn, with online adverts on Netmums and Mumsnet – websites with a combined

audience of 5 million – as well as print adverts in Mother and Baby magazine in October and November.

### Charter PR

In addition to the advertising, a series of press releases were released throughout 2012 to raise awareness of the new Charter logo and to provide tips on sustainable cleaning.



# External Affairs Committee – 2012 review

## Reactive Media Work

Whilst a key focus for 2012 has been to be more proactive in our external relations, we still continued to address ill-informed media coverage throughout the year; and due to some of the relationship-building that had been carried out, we had some notable successes in redressing adverse coverage in some national broadsheets and tabloids.



Philip Malpass, director general of the UK Cleaning Products Industry Association, said around 850m liquitabs are sold every year in the UK meaning there is less than one incident per million.

He said the liquid contained in the capsules are not corrosive.

"The most effective thing to do is to keep them out of reach of children."

In order to address the 'digital footprint' that remains online, we have started publishing statements in the comments section of newspaper articles and also publishing our own news articles on our website, to contribute to the information available online.



Speaking on behalf of the manufacturers, Philip Malpass of the UK Cleaning Products Association said: "Companies are putting safety measures on products. Incidents are about one in a million but it's still too many and parents have a vital role to play."





# External Affairs Committee – 2012 review

## Informing and Educating

### Green Claims Guidance

UKCPI engaged with Defra during the revision of their Green Claims Guidance, and made a significant input via the formal consultation process. The much-improved Guidance, with clearer recognition of the importance of science and risk assessment in relation to environmental hazards, was published in March. We have subsequently been working at Defra's suggestion on an expanded version of our joint guidance, explaining in more detail issues particularly relevant to the cleaning products sector, such as the relevance of biodegradability and ingredients from 'natural' sources.

### Cleanright

Cleanright.eu aims to be a point of reference for consumers and others seeking accurate, easily understandable information on cleaning products. The UK section of the site continues to thrive, attracting 8411 visits on average per month.



### Hooray for Handwashing

UKCPI's popular educational programme 'Hooray for Handwashing' is designed for 4-7 year olds, as a fun and easy way to teach children good health habits.

The programme comprises information on health and hygiene, a story, posters and poems for children. It is used as part of the Personal, Social, Health and Citizenship curriculum within schools. It is mailed out on request and is available to download from our website.

