

Introducing Detergents Europe: a new chapter for the cleaning & hygiene products industry

Bucharest, 3 June 2026 - A.I.S.E. has announced its transition to **Detergents Europe**, the voice of the cleaning and hygiene products industry. This strategic repositioning responds to the need for a clearer, more recognisable identity at a time when policymakers are focused on key priorities to which the sector contributes, including health resilience, strategic autonomy, industrial competitiveness, supply-chain security and regulatory simplification. At the same time, rising consumer expectations for high standards of cleanliness underline the relevance of the sector. Against this backdrop, the new name reflects both the growing importance of the industry and the essential role its products play in daily life.

*“Our industry enables Europe to pursue and achieve its most pressing strategic priorities: from enhancing health security to fostering competitiveness, improving quality of life to increasing sustainability”, says **Florian Vernay**, President of Detergents Europe. ““Becoming Detergents Europe reflects a vision to make our sector immediately recognisable, visible and approachable to our partners and stakeholders and strategically relevant as a crucial sector to protect public health, people’s wellbeing and many value chains.”*

Alexis Van Maercke, Director General of Detergents Europe, adds: “We want to be clear in all our interactions that we are the voice of cleaning and hygiene products industry. Detergents, cleaning and maintenance products, disinfectants and biocidal products used to clean and protect our homes and public spaces are essential for a healthy and resilient Europe. Detergents Europe will continue to collaborate constructively with authorities and policymakers to ensure balanced legislation across Europe, through innovative, safe and sustainable solutions.”

As the voice of the industry, Detergents Europe leverages scientific expertise to advocate for balanced, science-based legislation that enables companies to invest and innovate to continue delivering safe, effective and sustainable products. In doing so, we support a healthy and resilient European economy, working in partnership with Europe’s policymakers.

Becoming Detergents Europe reflects a strategic positioning of this crucial downstream industry: we are not only a technical stakeholder, but also a more visible industry voice; not only an engaged regulatory actor, but also a contributor to Europe’s resilience agenda.



THE VOICE OF THE
CLEANING & HYGIENE
PRODUCTS INDUSTRY



Detergents Europe will elevate an often-invisible sector to a recognised European industrial ecosystem.

Official mandates 2026-2028

With the launch of Detergents Europe on 2 June, 2026, the association has appointed a new Presidency for the period 2026-2028 with the following mandates: Florian Vernay (Unilever) has been re-appointed President; Yvonne Iwaniuk (SC Johnson), Vice-President / companies; Virginie d'Enfert (FHER), Vice-President / national associations; Arndt Scheidgen (Henkel) Treasurer; and Jan Vindberg-Larsen (Reckitt) Vice-Treasurer.

About Detergents Europe

Detergents Europe is the voice of the European cleaning and hygiene products industry. Our products and solutions support health, wellbeing and resilience across Europe by ensuring cleanliness and hygiene, enabling effective disinfection, protecting people and materials, and helping create clean, comfortable and welcoming spaces where people can live, work and feel confident every day.

Representing a sector worth almost €50 billion, supporting around 360,000 jobs and spanning over 700 manufacturing sites across Europe, the association brings together industry expertise to advance innovative and sustainable solutions for a cleaner, healthier and more resilient Europe. www.detergentseurope.eu

Founded in 1952 as the International Association for Soaps, Detergents and Maintenance Product, the membership of Detergents Europe today includes 30 national associations across Europe's capitals, 19 corporate members and 20 associate members from the value chain; together this strong network represents over 900 companies across Europe. The multinational secretariat based in Brussels consists of regulatory, sustainability, advocacy, public affairs and communications specialists, who together with the expertise of the membership, drive and inform policy discussions at EU level.

RUCODEM – The Romanian Union of Cosmetics and Detergent Manufacturers, was founded in 1997 and has been an active member of Detergents Europe (formerly A.I.S.E.) since 1999.

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