



The European Ecolabel for Laundry Detergents

"The official EU mark for Greener Products"

Choose the EU Ecolabel for your Laundry detergents if you want to show your commitment to a better environment.

Once it's on your products, the EU Ecolabel guarantees

- A reduced amount of total chemicals
- Limited substances harmful to the environment
- Increased biodegradability
- Less packaging
- An efficient wash
- Reliable consumer information

It can be awarded to all kinds of laundry detergents, in powder, liquid or any other form.

◆ For a quick test, use the check list on the back!

Meet your customers' demand

Consumers are today more sensitive to the protection of the environment. Four out of five European consumers would like to buy more environmentally friendly products, provided they are properly certified by an independent organisation.

With the EU Ecolabel on your products you offer them a reliable guide to easily identify the good environmental performers available on the market.

Give your laundry detergent a credible sign of Environmental Excellence... Apply for the EU Ecolabel!

They said it!

"The company has decided to apply for the EU Ecolabel to confirm its dedication to a better environment and to have a unique position on the market. We inform our customers that the EU Ecolabel is the only one of its kind because it encompasses a unique combination of environmental and performance criteria."

Esther Theelen, key account manager at Dalli Benelux

"Biochimica SpA is extending its product range in order to embrace the changing demands of the market and to obtain the utmost customer satisfaction. For this reason, we strongly believe in the EU Ecolabel because it guarantees not only high ecological standards but also high washing performance standards. These come from experience and know-how that is among the most advanced in Europe."

Marco Bonzagni, R&D manager at Biochimica Spa

For more information...

... on the scheme, its feature, the actors involved, the application process...

<http://ec.europa.eu/environment/ecolabel>

... to market your eco-labelled products use our free Ecatalogue...

<http://ec.europa.eu/ecat>

... on the "laundry detergents" product group: detailed criteria, date of revision...

http://ec.europa.eu/environment/ecolabel/ecolabelled_products/product_categories_en.htm



Check-list (for a first assessment only)

This is a non exhaustive list of EU Ecolabel criteria requirements. Please see the Official criteria document for full details.

Life cycle step	Criterion	Expectations
Manufacturing (formulation)	Excluded or limited substances and mixtures	<ul style="list-style-type: none"> The following ingredients must not be included in the product : phosphates , EDTA (ethylenediamine tetraacetate), nitromusks and polycyclic musks. The product does not contain substances or mixtures meeting the criteria for classification with the hazard classes or categories in accordance with Regulation (EC) No 1272/2008 specified in the Criteria document nor does it contain substances referred to in Article 57 of Regulation (EC) No 1907/2006. The product does not contain substances identified as substances of very high concern and included in the list foreseen in Article 59 of Regulation (EC) No 1907/2006 present in mixtures in concentrations higher than 0,010 %.
Manufacturing (formulation)	Fragrances	<ul style="list-style-type: none"> Any ingredients added to the product as a fragrance shall be manufactured and handled following the code of practice of the International Fragrance Association (IFRA) Fragrance substances subject to the declaration requirement provided for in the Regulation (EC) No 648/2004 on detergents and which are not already excluded by criterion 4b and (other) fragrance substances classified H317/R43 and/or H334/R42 (shall be present in quantities $\geq 0,010\%$ ppm) per substance.
Manufacturing	Packaging requirements	<ul style="list-style-type: none"> The weight/utility ratio (WUR) of the product does not exceed the following values: Powders 1,2 g/kg wash, and others (e.g. liquids, gels, tablets, capsules) 1,5 g/kg wash. WUR shall be calculated only for primary packaging (including caps, stoppers and hand pumps/spraying devices); plastic/paper/cardboard packaging containing more than 80% recycled materials is exempted from this requirement. Only phthalates that at the time of application have been risk assessed and have not been classified according to criterion 4(b) (and combinations hereof) may be used in the plastic packaging.
Use	Washing Performance (fitness for use)	The product has to comply with the performance requirements as specified for the relevant product type according to the EU Ecolabel laundry detergents performance test's latest version that can be found here: http://ec.europa.eu/environment/ecolabel/ecolabelled_products/categories/laundry_detergents_en.htm
Use	Points	There is a point system to assess the performances for Heavy-duty laundry detergents, Colour-safe laundry detergents, and Low-duty laundry detergents. <i>Please refer to the online document for the detailed matrix used to calculate the number of points.</i>
Use	Consumer information	<ul style="list-style-type: none"> The recommended dosages shall be specified for 'normally' and 'heavily' soiled textiles and various water hardness' ranges relevant to the countries concerned and referred as appropriate to the weight of textile. (Not applicable for strain removers). The difference between the dosage recommendations for the lowest water hardness range (soft) for normally soiled textiles and the highest water hardness range (hard) for heavily soiled textiles may not differ by more than a factor of 2. The reference dosage used for the washing performance test and for assessment of compliance with the ecological criteria on ingredients should be the same as the recommended dosage on the package for 'normally soiled' textiles and a water hardness corresponding to 2,5 mmol CaCO₃ /l. Where only water hardness lower than 2,5 mmol CaCo₃/l are included in the recommendations, the maximum dosage recommended for 'normally soiled' shall be lower than the reference dosage used in the washing performance test (water hardness 2,5 mmol CaCO₃/l). Specific washing information indicated in the Criteria documents should appear on the packaging. Claims on the packaging should be documented either through performance testing or other relevant documentation.
Use	Information appearing on the EU Ecolabel	Optional label with text box contains the following text: <ul style="list-style-type: none"> Reduced impact on aquatic ecosystems Limited hazardous substances 'Performance tested.'
End of Life	Toxicity to aquatic organisms: critical dilution volume (CDV)	<ul style="list-style-type: none"> The critical dilution volume is calculated using the following equation: $CDV_{chronic} = \frac{\sum CDV_{(i)}}{\sum (weight_{(i)} \times DF_{(i)}) / TF_{chronic(i)}} \times 1000$ and shall not exceed the limits specified in the criteria document. Preservatives, colouring agents and fragrances present in the product should also be included in the CDV calculation even if the concentration is lower than 0,010 % (100 ppm).
End of Life	Biodegradability of organisms	<ul style="list-style-type: none"> The content of organic substances in the product that are aerobically non-biodegradable (not readily biodegradable) (aNBO) and/or anaerobically non-biodegradable (anNBO) must not exceed certain limits. Details are available online. Please refer to the DID list. Note that TAED should be considered anaerobically biodegradable.

