



## First promising assessment for the European Ecolabel stationery

**More than 4000 already certified stationery products!**

- Low environmental footprint throughout the entire supply chain
- European recognition of certified products
- Simple and flexible certification process
- Economical certification

Brussels, June 20 2018 - The EU Ecolabel for converted paper products is the only official pan-European Ecolabel committed to reducing the impact of converted paper products on the environment.

Established in 2014, it offers a single European reference for eco-responsible converted paper products, including stationery products, paper envelopes and paper carrier bags. It is part of the EU Ecolabel scheme, which is managed by the European Commission and by authorities in every EU Member State, and is a voluntary and transparent scheme certified by an independent third party.

### *An Ecolabel covering the entire supply chain*

The criteria for obtaining the EU Ecolabel for converted paper products are stringent and encompass the entire product life cycle; from the harvesting of trees through the paper manufacturing process and the conversion into office products, to final use and recycling. The EU Ecolabel therefore guarantees a low environmental footprint throughout the entire supply chain. This is reassuring for all customers, making it easier for them to choose between products as they can be safe in the knowledge that they are making the most sustainable, environmentally-friendly purchasing decision. Although the criteria are strict, the certification process has been designed to be simple and flexible; it is also an inexpensive alternative with low fees compared to private labels.

### *A trusted Ecolabel*

“More and more public authorities and private companies are striving to make sustainable purchasing decisions,” explains Virginie Ori, Director of Sustainable Development at Hamelin Group, the first company to get EU Ecolabel certification for their products. “Procurement policies often require proof that a given product complies with a certain set of environmental standards. The EU Ecolabel for converted paper products meets the ISO 14020 standard, which establishes the basic principles for development and use of environmental labels and declarations. It is also based on criteria that are stricter than FSC® or PEFC™, providing complete reassurance for buyers. Being recognized throughout Europe makes it easier to sell certified products across the continent, adding value to the business and showing customers and end users what a given product stands for.”

### *A real commitment to the environment*

The ecolabel requires the use of paper or board substrates sourced from sustainably managed and certified (FSC® or PEFC™) forests, but goes much further, ensuring a low environmental footprint throughout the entire supply chain. Thus, the EU Ecolabel contributes to energy savings, waste avoidance, sustainable recycling loops, and it helps to limit the pollution of air and water.




For manufacturers of stationery products, envelopes and paper carrier bags, the EU Ecolabel certification provides a clear and strong message to consumers and corporate buyers that the products they purchase are the best choice in terms of environmental impact.

## **ABOUT Ecolabel**

EU Ecolabel was launched in 1992 by the European Commission for ecological products. It includes around 44,000 products and services covered by more than 2,000 licenses. The label highlights quality and environmental performance, supports participation in green procurement and meets industry demand for communicating sustainable policies.

Since 2014, it promotes the sustainability of converted paper products such as stationery, envelopes and paper carrier bags, signaling good environmental performance and providing an assurance of added quality for consumers.

For more information please visit [www.ecolabel.eu](http://www.ecolabel.eu).

Follow Ecolabel on   

## **Press contact**

duomedia – Lutt Willems – [lutt.w@duomedia.com](mailto:lutt.w@duomedia.com) – +32 (0) 2 560 21 50