



## The EU Ecolabel for Tissue Paper

"The official EU mark for Greener Products"

If you want to show your commitment to a better environment:

### Choose the Flower for your Tissue Paper

Once it's on your products, the Flower guarantees:

-  Reduced air emissions of sulphur and greenhouse gases during production
-  Decreased water pollution during production by reducing the emissions of chlorine compounds and organic waste
-  Reduced energy consumption during production
-  Reduced risks for human health, environmental damage or risks related to the use of hazardous chemicals
-  Use of recycled fibres or virgin fibres from sustainably managed forests

It can be awarded to toilet paper, kitchen rolls, paper handkerchiefs, paper tableware such as serviettes and paper tablecloths and other household tissue paper.

### 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 Flower on your products you offer them a reliable guide to easily identify the good environmental performers available on the market.

Give your tissue paper a credible sign of Environmental Excellence...

Apply for the EU Ecolabel!

For a quick test use the check list overleaf.

### They said it!

"In 1998, Cartiera Lucchese was the first Italian company to obtain the EU Ecolabel. Since then we have extended the logo to almost 150 tissue products both as brands and a private label. The main benefit we have obtained from the Flower is the improvement of our relationship with dealers and distributors. We gained reliability, and also increased our business because several distributors have decided to market their own green brand with the EU Ecolabel."

*Sandro Pasquini, marketing manager at Cartiera Lucchese*

"As a major manufacturer of hygienic paper-products based on waste paper of various qualities, we are endeavouring to strive for a better environment. Thanks to the EU Ecolabel, we are able to market our products with added value. This provides clear benefits for the customer and an edge over the competition."

*Daniel Kalin, Sales & Marketing manager at Paloma-Horgen*

### For more information...

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

[www.ecolabel.eu](http://www.ecolabel.eu)

... on the "Tissue paper" product group: detailed criteria, date of revision...

[www.ecolabel.eu](http://www.ecolabel.eu)

Choose "Ecolabelled products" on the menu on the left





| Life Cycle Step                         | Criterion   | Expectations  |
|---|---|---|
| Materials                               | Reduction of ecological damage related to the use of natural resources by encouraging sustainable forestry management | <ul style="list-style-type: none"> <li>• Fibres raw material in the paper may be recycled or virgin fibres.</li> <li>• 50% of any virgin wood fibres shall come from sustainably managed forests which have been certified by independent third party schemes fulfilling the criteria listed in paragraph 15 of the Council Resolution of 15 December 1998 on a Forestry Strategy for the EU and further development thereof.</li> <li>• The pulp and paper producer(s) shall have a policy of sustainable wood and fibre procurement and a system to trace and verify the origin of wood and tracking it from forest to the first reception point.</li> </ul>  |
| Manufacturing (chemicals)               | Limitation of the use of substances harmful to the environment and health   | <ul style="list-style-type: none"> <li>• No chlorine gas used as bleaching agent.</li> <li>• No APEOs or other derivatives from alkylphenol added to de-inking chemicals, de-inking chemicals, foam inhibitors, dispersants or coatings.</li> <li>• Wet-strength aids shall not contain more than 0.7% of the chloro-organic substances ECH, DCP and MCPD.</li> <li>• Active components in biocides or biostatic agents shall not be potentially bio-accumulative.</li> <li>• Surfactants shall be readily biodegradable. When surfactants &lt; 100g / ADT, each surfactant shall be either readily or ultimately biodegradable.</li> <li>• Constituents substances or preparation/mixtures in softeners, lotions, fragrances and additives of natural origin shall not be classified as hazardous to the environment, sensitising, carcinogenic or mutagenic with risk phrases R42, R43, R45, R46, R50, R51, R52 or R53 (or combination thereof) in accordance with Directive 67/548/EEC).</li> <li>• No azo-substances that may cleave to a list of amines in dyes and inks.</li> <li>• No bleeding of dyes and optical brighteners.</li> <li>• Slimicides and antimicrobial substances: no growth retardance of micro-organisms.</li> <li>• For products which contain recycled fibres:                         <ul style="list-style-type: none"> <li>- Formaldehyde &lt; or equal to 1mg/dm<sup>2</sup></li> <li>- Glyoxal &lt; or equal to 1.5mg/dm<sup>2</sup></li> <li>- PCB &lt; or equal to 2mg/kg</li> </ul> </li> </ul> |
| Manufacturing (processes and chemicals) | Reduction of water pollution  | <ul style="list-style-type: none"> <li>• In kg of air dried tonne:                         <ul style="list-style-type: none"> <li>- AOX (emissions from individual pulp used) &lt; 0.25</li> <li>- AOX (released from production of pulps used) &lt; 0.12</li> <li>- COD (organics to water) &lt; 2, 3, 10, 15, 18 or 25, depending on pulp grade and paper production</li> </ul> </li> <li>• Data on the use of water per tonne of pulp and paper produced in the production process of pulp and tissue paper shall be reported.</li> </ul>  |
| Manufacturing (processes and chemicals) | Reduction of air pollution  | <ul style="list-style-type: none"> <li>• In kg of air dried tonne:                         <ul style="list-style-type: none"> <li>- Sulphur oxides, S &lt; 0.03, 0.3 or 0.6, depending on pulp grade and paper production</li> <li>- Phosphorus, P &lt; 0.045, 0.02 or 0.01, depending on pulp grade and paper production</li> <li>- Nitrogen oxides, NOX &lt; 0.5, 0.3 or 1.6 depending on pulp grade and paper production</li> <li>- Carbon dioxide, CO<sub>2</sub> (emissions from non-renewable sources) &lt; 1500</li> <li>- Carbon dioxide, CO<sub>2</sub> fossil &lt; 56, 62.40, 73, 74, 77, 95 or 400, depending on the fuel type</li> </ul> </li> </ul>  |
| Manufacturing (processes and chemicals) | Reduction of the impacts of solid waste   | Implementation of waste management systems in all pulp, paper and converted tissue products plants, including the following procedures: <ul style="list-style-type: none"> <li>• Separation and use of recyclable material.</li> <li>• Recovering of materials for other uses.</li> <li>• Handling of hazardous waste.</li> </ul>   |
| Manufacturing (processes and chemicals) | Reduction of the use of energy  | <ul style="list-style-type: none"> <li>• Total electricity consumption &lt; 2200kWh per tonne of paper produced.</li> </ul> This covers all inputs of electricity used during the production of pulp and tissue paper, including the electricity used in the de-inking of waste papers for the production of recycled paper.  |
| Use                                     | Consumer information  | <ul style="list-style-type: none"> <li>• Product packaging shall bear information on the environmental benefits of the EU Ecolabel.</li> <li>• Minimum percentage of recycled fibres.</li> </ul>  |

Your Competent Body will inform you which assessment and verification documents are required (e.g. declarations of compliance, MSDS of ingredients), which test results must be provided and how the testing should be carried out (external test laboratories).

To market your ecolabelled products use our free Green Store:  
Go to [www.ecolabel.eu](http://www.ecolabel.eu) and click on the 'Green Store' at the top right of the page.