



New EU Ecolabel directive for labelling eco-friendly printed paper products

[Jyväskylä, 18.4. 2013] - The new EU Ecolabel directive for printed paper will be presented today at Jyväskylän Paviljonki. The European Ecolabel logo makes it easy for European consumers to identify eco-friendly produced magazines, books and newspapers.

The EU Ecolabel for printed paper.

The EU Ecolabel for printed paper was created to reward printed paper products which are produced in compliance with strong environmental aspects. It signals good environmental performance and gives an assurance of added quality for consumers choosing these products. Products bearing the Flower Logo have officially been distinguished as being amongst the most environmentally friendly in their range.

What is a printed paper product?

A printed paper product means the product resulting from the processing of a printing material. The processing consists of printing onto paper. In addition to printing, the processing may include finishing, for example folding, stamping and cutting or assembling, using glue, binding, yarn-binding. Printed paper products include newspapers, advertising materials and newsheets, journals, catalogues, books, leaflets, brochures, pads, posters, loose-leafs, business cards, and labels.

Good for the environment and health.

EU Ecolabelled products care for the environment and health:

- Excluded or limited hazardous substances and mixtures
- recyclability e.g. through de-inkable components
- low air (e.g. VOC) and water emissions
- efficient energy use

EU Ecolabel criteria cover the whole product life-cycle.

The EU Ecolabel criteria for printed paper address the environmental impacts of the product in the various production stages and stipulate restrictions regarding the substrate, excluded or limited use of substances, emissions to water and air, waste management and recyclability, energy use, quality requirements, information and personnel training.

Source: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32012D0481:EN:NOT>

The EU Ecolabel helps to reduce the environmental impact.

The EU Ecolabel was launched in 1992 when the European Community decided to develop a Europe-wide voluntary environmental scheme that consumers could trust. Since then, the number of products and services awarded the EU Ecolabel has increased every year. By the end of 2012, more than 1,758 licences had been awarded, and today, the EU Ecolabel can be found on more than 20,000 products. A licence gives a company the right to use the EU Ecolabel logo for a specific product group.

Source: <http://ec.europa.eu/environment/ecolabel/facts-and-figures.html>

Contact for interested companies (application process, fee)

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Additional Information and downloads

General information EU Ecolabel: www.ecolabel.eu

Workshop project-website: www.euecolabel.eu

[EU Ecolabel printed paper factsheet \(EN only\)](#)

[EU Ecolabel printed paper criteria](#)