

Eco-fitness test for printed paper

Check your measures and processes to assess your EU Ecolabel-fitness

Substrate and substances

- paper used bears the EU Ecolabel
- substances and/or mixtures classified with hazard statements or risk phrases as specified in the full EU ecolabel criteria document are not being used for printing, coating, and finishing
- bioaccumulation potentials of used biocides are evaluated

Recyclability

- the printed paper products are recyclable and de-inkable
- non-paper components of the printed paper product can be easily removed
- if wet strength agents are used, the recyclability of the finished product can be proved

Staff training

- all members of staff are given the knowledge necessary to ensure that the environmental impacts are minimised

Emission to water

- rinsing water containing silver from film processing, plate production, and photo-chemicals are not discharged to a sewage treatment plant
- amount of Cr and Cu discharged into a sewage treatment plant don't exceed 45 mg per m² and 400 mg per m² of printing cylinder surface area

Emissions to air

- publication rotogravure printing:
 - emissions of VOC to air do not exceed 50 mg C/Nm³
 - emissions of Cr⁶⁺ to air do not exceed 15 mg/tonne paper
 - equipment for reduction of emission to air of Cr⁶⁺ is installed
- where no legislative measures apply:
 - volatile solvents from the drying process of heat-set offset and flexography printing are managed
 - the emissions of VOC to air do not exceed 20 mg C/Nm³

Waste

- the facility where the printed paper products are produced has a system for handling waste
- the system is being documented or explained and includes information on the following procedures:
 - handling, collection, separation and use of recyclable materials from the waste stream
 - precovery of materials for other uses, such as incineration for raising process steam or heating, or agricultural use
 - handling, collection, separation and disposal of hazardous waste

Energy Use

- all energy consuming devices in the printing house are registered and
- a programme for improvement of energy efficiency is already established

More information can be found here: <http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>

Evaluation

Up to 5 points

Some way to go to get the EU Ecolabel. You could tune into best practice by getting more detailed information on the EU Ecolabel criteria. Call your Competent Body.

6 to 9 points

You are on the right track for the EU Ecolabel. Get the complete requirements with all criteria in detail. Your Competent Body is ready to help.

10 to 15 points

The EU Ecolabel looks exactly the right tool to demonstrate your eco-friendliness to your customers and employees. Call your Competent Body for help with the application process.

IMPRINT:

Owner, Editor: European Commission, DG Environment - G 2, B-1049 Bruxelles. Production: G&L Werbe- und Verlags GmbH. Photo copyrights: Tryfonov - Fotolia.com, Oli_ok - Fotolia.com, nyul - Fotolia.com, Friedberg - Fotolia.com, goodluz - Fotolia.com, Alterfalter - Fotolia.com, Moreno Soppelsa - Fotolia.com, Detlef - Fotolia.com, vencav - Fotolia.com, Wolfgang Jargstorff - Fotolia.com, Punkle - Fotolia.com, axepe - Fotolia.com, digitalfoto105 - Fotolia.com. Proofreading: European Commission. Printed using EU Ecolabel certified chlorine-free paper. April 2013.



Important links

Get in contact with your Competent Body in the 27 Member States...

<http://ec.europa.eu/environment/ecolabel/competent-bodies.html>

The official EU Ecolabel website...

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

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

The EU Ecolabel helpdesk...

... is able to answer your general queries about the EU Ecolabel scheme

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

For more information...

... on the detailed criteria for „Printed Paper“ product group: ...

<http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>



Towards an environmentally sound future

Eco-friendly printed products use the EU Ecolabel

The EU Ecolabel adds value and quality

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 requirements. It signals good environmental performance and gives an assurance of added quality for consumers choosing this product. Products bearing the EU 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, magazines, booklets, exer-

cise books, books, leaflets, brochures, pads, posters, loose-leafs, business cards, and labels.

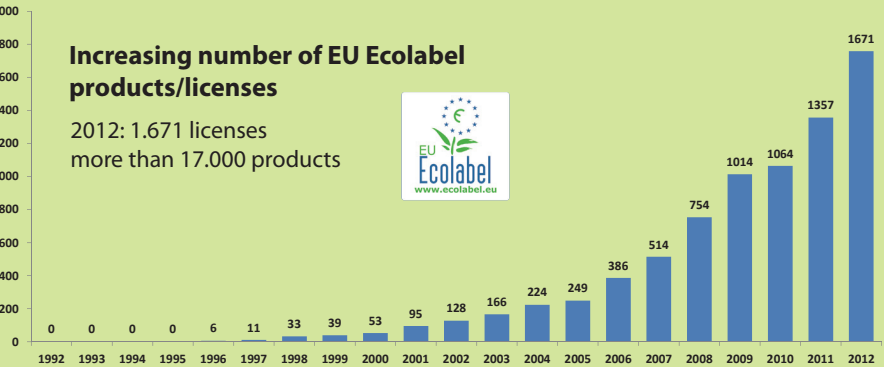
Good for the environment and health

EU Ecolabelled products care for the environment and health:

- Excluded or limited hazardous substances and mixtures
- Recyclability
- Low air and water emissions
- Efficient energy use

Achievements

The EU Ecolabel was launched in 1992 when the European Community decided to develop an 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, around 1,671 licenses had been awarded, and today, the EU Ecolabel can be found on more than 17,000 products. A license gives a company the right to use the EU Ecolabel logo for a specific product.



Limited hazardous substances



Increased recyclability



It pays to give the environment a chance

The EU Ecolabel offers a lot of advantages:

1. Signalise your high quality and environmental performance

The EU Ecolabel is the best way to tell your clients about your achievements regarding environmental measures and quality improvements. It is an official European label with a high reputation based on strong and reliable criteria. And it guarantees a high level of environmental performance by third party certification.

2. Easy participation in green procurement

More and more public authorities and private companies are greening their purchasing. In their procurement, they often allow to proof that a product is environment-friendly through the EU Ecolabel. Therefore, instead of having to document every single green requirement, companies with EU eco-labelled products can show their compliance by just showing the license.

3. Meet the client's wish to communicate their sustainability policy – on prints

Your commitment meets the expectations of your clients. They will not only recognise your high environmental performance as an assurance of quality and concern for sustainability, but they will also be able to show their own sustainability policy by using the EU Ecolabel logo on the prints you deliver to them. The EU Ecolabel helps to send this message across. It is an advertising tool and improves the credibility of your communications.

4. Improve your eco-efficiency for cost-advantages

Many of the environmental measures offer added value by helping you to identify cost reductions thereby running the business more efficiently and benefitting the environment at the same time. For example, reducing the consumption of natural resources

like energy and water, helps reduce your costs.

5. Strengthen your marketing tools

As an EU Ecolabel license holder, you have privileged access to a number of marketing tools:

☞ The use of the official logo in your advertising brochures, online media and promotional event marketing. This will also help you to improve your image.

☞ Check your EU Ecolabel marketing: Assess your EU Ecolabel marketing efficiency by means of our Checklist, available for downloading at www.euecolabel.eu.

☞ The use of the EU Ecolabel distinguishes your enterprise on the market at European level, as it is officially recognised throughout the European Union.



Low air emissions



Low water emissions



Efficient energy use



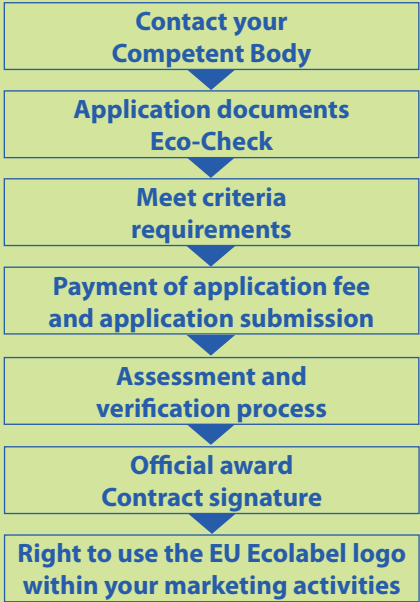
Staff training



How to get the EU Ecolabel

The application process

First of all, get in contact with your Competent Body, which is the national organisation responsible for the management of the EU Ecolabel across each Member State. The Competent Body can provide information on the application procedure and is responsible for the verification of compliance. The application pack, available at the EU Ecolabel website, comprises a user manual, a verification form and pre-made declarations, designed to help the applicant through the application process. Applicants must provide a detailed dossier showing how the ecological criteria have been met. The verification documents can be test reports, self-declarations, declarations from third parties and other relevant documents. The Competent Body may undertake further checks on data submitted, as well as an on-site verification. If the application is in conformity with the requirements and the application fee has been paid, the applicant will be awarded the EU Ecolabel and will have the right to use the logo in marketing activities.



Criteria

The criteria aim at promoting the environmental efficiency of and the recyclability for printed paper products, the reduction of VOC emissions, the reduction and prevention of risks for the environment and for human health related to the use of hazardous sub-

stances. The criteria are set at levels that promote printed paper products that have a low environmental impact.

Fee

An application fee is payable when an application is made. The application fee ranges from EUR 200 to EUR 1,200. In the case of small and medium enterprises, the maximum application fee shall be no higher than EUR 600,-. In the case of micro-enterprises the maximum application fee shall be EUR 350,-. The application fee shall be reduced by 20% for applicants registered under the Community eco-management and audit scheme (EMAS) and/or certified under the standard ISO 14001. Each applicant has to pay an annual fee of up to EUR 1,500 for the use of the EU Ecolabel. In the case of SME, the maximum annual fee shall be no higher than EUR 750. In the case of micro-enterprises the maximum annual fee shall be EUR 350. The period covered by the annual fee will begin with the date of the award of the EU Ecolabel to the applicant.