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News—Full article

Company Profile Fosfa akciová společnost (New Section!)

Company Name: Fosfa akciová společnost

Product Category: All Purpose Cleaners

EU Countries where products are sold: Czech Republic, Slovakia, Slovenia, Poland

City of Origin: Breclav, Czech Republic

EU Ecolabel License Holder Since: 2008

“The EU Ecolabel is a very important aspect of our marketing and communication process, as it represents value to our consumers and exposes us to new markets in Europe known to the general public.” Isabel Acevedo (Department Technologist) A&B Laboratorios de Biotecnología is a technology based company located in Vitoria-Gasteiz (Spain). The company specialises in the research, design, and manufacturing of chemical and biological products for industrial and institutional use. The organisation has upheld the standard of biotechnology and environmental care for the past five years, and continues to expand its products and services across Europe. The company thrives by complying with the criteria requirements for its EU Ecolabelled products, which ensures that their detergents and cleaners do not harm or threaten the environment. A&B Laboratorios de Biotecnología maintains a high safety standard by implementing environmental and design features during the chemical production process.

In the industrial sector, A&B Laboratorios de Biotecnología was the first company in Europe to become certified under the ISO 14006 standard. Since its certification, 8 of their products have been awarded the EU Ecolabel. The organisation’s strategy is based on searching for alternative methods to traditional chemical products by using EU Ecolabel criteria, implementing biotechnology and studying the early design phase of the impact of all products throughout their lifecycle.

A&B Laboratorios de Biotecnología benefits from the EU Ecolabel in numerous ways including but not limited to: improvement of brand value, “Our focus on innovative partnerships and the competitiveness of our products, has turned us into a major supplier of private labels for retail chains in many Europe.”

Fosfa akciová společnost was originally founded in 1984 and, over the last twenty-eight years, the company has created innovative ways to minimize waste in its production process. For example, the company managed to reduce waste water by 83% in one year by following the rules and regulations in Fosfa’s Environment Policy Statement, which explicitly states how to handle waste processes and production. Fosfa akciová společnost is a private chemical manufacturing company located in Břeclav, Czech Republic. The company is recognised for its successful production of food grade phosphates and special technical grade phosphates.

In addition to being a leading chemical manufacturer, Fosfa is the “leading



Feel Eco Washing-up liquid

producer “of detergents under private labels in Central Europe. In order to achieve the company’s goal of protecting the environment, Fosfa established Fosfa University in April 2009 as a way to educate and train their employees. The curriculum is based on a module system uniquely combining the development of professional, process-based and soft skills which enhances the employee’s knowledge of specific projects and products. The University’s mission is aligned with the company’s objectives of contributing to education on environmental waste management and producing products that minimize harm to the environment.

Presently 127 students have completed the programme which includes 12 modules over a period of 4 days per month. Fosfa’s innovative approach to educating individuals about the environment is what compelled the company to apply for the EU Ecolabel. The EU Ecolabel on Fosfa’s products means the company carefully selects natural raw materials and ensures high biodegradability as well as efficiency of the end product.

Sales manager, Michal Herufek sums up the benefits of being awarded the EU Ecolabel by stating: “Thanks to strict EU Ecolabel criteria on the one hand and first-class efficiency on the other hand, we strive to convince traditional consumers to buy Feel Eco environmentally friendly products instead of traditional products on the market. We believe that products with EU Ecolabel have additional value for customers.”

The EU Ecolabel also gives Fosfa a competitive and unique marketing advantage by carrying a label on its products that consumers can trust. Fosfa’s promotional leaflets, adverts, and website contain a substantial amount of information about the EU Ecolabel and the criteria of obtaining certification. All of these factors contribute to assure consumers that the products they choose are environmentally friendly sustainable and of high quality.

For more information about feel eco products please visit www.feeleco.com

Are you an EU Ecolabel licence holder who would like your company featured in upcoming News Alerts? Email the [Ecolabel Helpdesk](#) for more information.

MicroPro Computers releases the first tablet computer to be awarded the EU Ecolabel

Dublin based company MicroPro Computers employed a team of scientists from the Fraunhofer Institute for Reliability and Microintegration in Germany, to design the first EU Ecolabel certified tablet lameco pronounced “I am eco.” lameco is a sleek, retro style tablet. Its computer casing is made entirely from wood. The unique and eco-friendly design is partially influenced by the EU Ecolabel criteria, which state a product may not contain more than 25 grammes of one polymer or compatible polymers for recycling, unless they are ISO 11469 certified



lameco tablet with wooden case

The lameco tablet’s technical features are the first of their kind for a sustainable computer. They include: a touch screen, a wooden frame that replaces an energy draining fan, and a lifespan of up to ten years.

A crucial feature of the tablet is that 98 percent of its materials are recyclable, and 20 percent of that figure is reusable, thus making the lameco tablet one of the most environmentally friendly

computers on the market. Notably, even the components of the machine’s standard parts are sustainable which includes halogen-free memory cards and processors. lameco’s carbon footprint is 70 percent less than any other personal computer and tablet on the market.

The tablet will be unveiled and launched at the ELECTRONICS Goes Green conference in Berlin on 9-12 September. lameco tablet retails for €850 plus VAT.

For more information on lameco computers please visit lameco.com

The EU Ecolabel goes to Leeds

The European Commission together with Nick Paxevanos of Cenergia, Denmark, and Andreas Scherlowsky of Energon, Austria, met with Ecolabel licence holders in Leeds, UK.

A mini workshop was held with UK licence holders to get their feed-back on the EU Ecolabel from their perspective. All present were very positive about having the Ecolabel licence and said that it had had a positive effect on their business.

Participants also much appreciated the opportunity to meet with other licence holders. We sometimes forget the importance that “networking” can play in business. The EU Ecolabel, like any other brand, can greatly benefit from networking between its licence holders.

It was very interesting to see examples of the various promotional initiatives undertaken by the various companies. We hope to feature specific licence holders in the up-coming months.

Agenda and other issues

The EU Ecolabel Communication Awards 2012 call for applications has been launched. The award aims at recognising holders with outstanding achievement in increasing public awareness and knowledge of the EU Ecolabel through their promotional campaigns. You can find all the relevant information [here](#).

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