



The EU Ecolabel for Converted Paper

"The official European label for Greener Products"

Choose the EU Ecolabel for Converted Paper to show your commitment to a better environment.

Once it's on your products, the EU Ecolabel guarantees

- Recyclability of the product;
- Minimised emissions of chemicals to air and water.

The converted paper product group comprises envelopes and paper carrier bags that consist of at least 90% by weight of paper, paperboard or paper-based substrates, and stationary paper products that consist of at least 70% by weight of paper, paperboard or paper-based substrates, except for suspension files and folders with metal fastener subcategories.

Meet your customers' demand

Today, consumers and professional clients are unconditionally more aware that protecting the environment is fundamental.

Four out of five European consumers would like to buy more environmentally friendly products, provided they are properly certified by an independent organisation.

With your products bearing the EU Ecolabel, you offer consumers and professional clients a reliable label to easily identify high environmentally performing products available on the market.

Give your Converted Paper a credible sign of environmental excellence... apply for the EU Ecolabel!

◆ For a quick test, use the check list on the back!

For more information...

... on the scheme, its feature, the actors involved, the application process:
<http://ec.europa.eu/environment/ecolabel>

... on the detailed criteria for "Converted paper" product group:
<http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>



They said it!

"We have been highly involved in the criteria development of this EU Ecolabel to make it possible not only for us converted paper producers awarded with the EU Ecolabel, but for the whole value chain to utilize the most comprehensive ecolabel on the market. The EU Ecolabel for converted paper gives our customers a simple and effective way to prove to consumers that their products meet the highest environmental standards."

Sami Lundgren, Director of Ecolabels and Reporting at UPM—The Biofore Company

...to market your EU Ecolabel products use our free E-catalogue: <http://ec.europa.eu/ecat>

Checklist (for a first assessment only) in terms of requirements

This is a non exhaustive list of EU Ecolabel criteria requirements. Please see the [Commission Decision \(2014/256/EU\)](#) for full details.

Life cycle step	Criterion	Expectations
Raw material	Criterion 2: Recovered & Virgin fibres	<ul style="list-style-type: none"> The fibre raw material in the paper may be recycled or virgin fibre. Virgin fibres shall be covered by valid sustainable forest management and chain of custody certificates issued by an independent third party certification scheme, such as FSC, PEFC or equivalent. Uncertified virgin material (maximum 30% of the total fibre raw material) shall be covered by a verification system which ensures that it is legally sourced, and meets any other requirement of the certification scheme with respect to uncertified material.
Manufacturing	Criterion 1 (applies to the substrates used in the final product)	<p>Paper substrate shall demonstrate compliance with the applicable criteria established in Commission Decision 2011/333/EU for Copying and graphic paper or in Commission Decision 2012/448/EU (3) for Newsprint paper and shall additionally demonstrate conformity with criterion 2 on "Fibres: sustainable forest management".</p> <p>Board substrate shall demonstrate compliance with:</p> <p>Emissions to water and air</p> <ul style="list-style-type: none"> COD, Sulphur (S), NO_x, Phosphorous (P) are subject to specific requirements. Requirements for AOX emissions from pulp production are defined in the criteria document. CO₂ emission limits for integrated pulp and paper mills and for non-integrated mills shall not exceed the values specified in the criteria document. <p>Energy use</p> <ul style="list-style-type: none"> See full criteria document for electricity and fuel consumption levels related to pulp, laminating paper and board production. <p>Excluded or limited substances and mixtures</p> <ul style="list-style-type: none"> The board shall not contain substances referred to in Article 57 of Regulation (EC) No 1907/2006 nor substances or mixtures meeting the criteria for classification with the hazard statements or risk phrases in accordance with Regulation (EC) No 1272/2008 or Directive 67/548/EC, specified in the full criteria document. <ul style="list-style-type: none"> The use of the following substances is subject to constraints: Chlorine gas , residual monomers (excluding acrylamide), APEOs, Surfactants in de-inking , Biocides, Azo dyes, Metal complex dye stuffs or pigments and ionic impurities in dye stuffs <p>Waste management</p> <ul style="list-style-type: none"> The implementation of waste management systems in all pulp and board production sites, includes the following procedures: <ul style="list-style-type: none"> Separation and use of recyclable materials Recovery of materials for other uses Handling of hazardous waste
Manufacturing	Criterion 3: Excluded or limited substances and mixtures (applies to non-paper components of converted paper product and to paper components' processes)	<ul style="list-style-type: none"> Consumables used for printing, coating, and finishing operations that could end up in the final converted paper shall not contain substances referred to in Article 57 of Regulation (EC) No 1907/2006 nor substances and/or mixtures meeting the criteria for classification with the hazard statements or risk phrases in accordance with Regulation (EC) No 1272/2008 or Council Directive 67/548/EC, specified in the full criteria document. This requirement shall not apply to toluene for use in rotogravure printing processes where a closed or encapsulated installation or recovery system, or any equivalent system, is in place to control and monitor fugitive emissions and where the recovery efficiency is at least 92 %. UV varnishes and UV inks classified H412/R52-53 are also exempted from this requirement. <ul style="list-style-type: none"> See full criteria document for the specific requirements for the following substances: Biocides, Washing agents, Alkyl phenol ethoxylates — Halogenated solvents — Phthalates , Printing inks, toners, inks, varnishes, foils and laminates Metal components.
Manufacturing	Criterion 5, 6, 7,8: (only apply to processes of the paper components)	<p>Emissions</p> <ul style="list-style-type: none"> Rinsing water containing silver from specified processes shall not be discharged to a sewage treatment plant. Discharge requirements for rotogravure printing are specified in the full criteria document. For Volatile Organic compounds (VOC), the requirement defined in point 5(b) of the full criteria document must be met. Specific conditions for VOC emissions from heat-set printing are set. <p>Waste management</p> <ul style="list-style-type: none"> Implementation of waste management systems in the converted paper products production sites, including the following procedures: <ul style="list-style-type: none"> Handling, collection, separation and use of recyclable material; Recovery of materials for other uses; Handling, collection, separation and disposal of hazardous waste. The amount of waste paper shall not exceed 20% for envelopes/stationery products and 10% for paper bags. <p>Energy use</p> <ul style="list-style-type: none"> A register of all energy consuming devices and a programme consisting of measures for improvement of energy efficiency shall be established by the printing/converting house. <p>Training</p> <ul style="list-style-type: none"> Staff participating in day-to-day operation shall be given the knowledge necessary to ensure that the EU Ecolabel requirements are fulfilled and continuously improved.
Use	Criterion 9: Fitness for use	<ul style="list-style-type: none"> The product shall be suitable for its purpose.
Use	Criterion 10: Info on product	<ul style="list-style-type: none"> On paper carrier bags, the information "Please reuse this bag" shall appear.
Use	Criterion 11: Information appearing on the EU Ecolabel	<p>The optional label with text box shall contain the following text:</p> <ul style="list-style-type: none"> This product is recyclable Emissions of chemicals to air and water of paper production, printing and converting processes have been limited <p>The use of the optional label with the text box is explained in the "Guidelines for the use of the EU Ecolabel logo".</p>
End-of-life	Criterion 4: Recyclability	<ul style="list-style-type: none"> The product shall be recyclable. Non-paper components of the product shall be easily removable. Following substances may be used: <ul style="list-style-type: none"> Wet strength agents, only if recyclability of the finished product can be proved; Non-soluble adhesives, only if their removability can be proved; Coating varnishes and lamination, including polyethylene and/or polyethylene/polypropylene only for binders, folders, exercise books, notebooks and diaries.