

# SUCCESS STORY



## Disposables UK Group

*Awarded the EU Ecolabel for tissue paper in 2009*

**Location:** HQ – Huddersfield, United Kingdom

**Products sold/advertised in the EU:** UK and worldwide

**Competent Body with which application was made:** UK Ecolabel Delivery

**Interviewee:** Emma Wood – Marketing Manager

### ABOUT



- ★ For over 25 years, family-owned Disposables UK Group has manufactured and distributed paper disposables for its national and overseas customers. In 2012, their EU Ecolabel certified Bay West line was selected as a product line of choice for venues within the London Olympic Park; their EU Ecolabelled product contribution totalled out to 220 000 toilet rolls and 7 500 toilet paper and hand towels. In summer 2012, they showcased the EU Ecolabel scheme during the UK Hearing Fund Charity Gala, which raised funds for deaf children in Yorkshire. Their high quality products and involvement in the community contributed to their triumph as the 2013 Huddersfield Business of the Year award recipient.

### WHY EU ECOLABEL?



- ★ *"As an independent company, we were keen on developing an eco-friendly product range that we and our customers could trust. The EU Ecolabel proved to be the ideal certification. It provided a strong selling advantage over our competitors, especially since none of them had such a tough accreditation when we were initially granted the EU Ecolabel."*
- ★ *The EU Ecolabel was notably well accepted by our distributor network and proved to be advantageous in expanding our professional network within Europe. In general, it revolutionized our brand".*

### BENEFITS



- ★ *"Our sales team quickly grasped the advantages of the EU Ecolabel accreditation, which gave them the confidence to enthusiastically communicate these benefits to our customers. In turn, our customer base was very receptive of the development of our 'green' EU Ecolabelled product range. Furthermore, our products have thrived in the current market, which has rapidly become demanding of environmentally friendly products over the past years".*

### APPLICATION PROCESS



- ★ *"During the application process, I worked very closely with our raw material suppliers who were very willing and able to assist in all of my requests. The UK EU Ecolabel Delivery Team was helpful throughout the process and continues to be supportive to this day. It was also advantageous to work directly with our assessor in order to quickly and efficiently answer his information requests that progressively took us one step closer to criteria compliance".*

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(UK/04/002)

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### CHALLENGES

- ★ During the application process:
  - ★ "During our initial application period in 2009, significant resources were invested in collaborating with our paper mills and pulp suppliers in order to ensure that the entire production process, starting from raw pulp material and finishing with the final product, met the stringent EU Ecolabel criteria".
- ★ After being awarded the EU Ecolabel:
  - ★ "Despite already having gone through one application process, it was a challenge to go through it again in order to meet the new criteria 2009/568/EC, especially since the new criteria were much tougher to meet".
- ★ How did you overcome these challenges?
  - ★ "The benefits from one application process motivated us to invest ourselves in the second. The success that the certification has bestowed upon our company proves how committed we are to providing our customers with the best possible products, which are simultaneously kind to the environment".

### MARKETING

- ★ "We are very active in communicating our various corporate messages via Public Relations. The majority of our articles, which appear in local, regional, and trade press, champion the EU Ecolabel and our EU Ecolabel products. Moreover, our website, [www.greenwashrooms.co.uk](http://www.greenwashrooms.co.uk), is dedicated to promoting our EU Ecolabelled Bay West Product line and outlines the importance for consumers to turn their washrooms 'green' with the EU Ecolabel.
- ★ Additional promotional material is tailored to customers' business sites. When our customers install Bay West dispensers in their businesses, we give them a certificate or plaque that can be hung in their reception area to create awareness that their washroom products are Bay West EU Ecolabel accredited. To date, we have supplied our customers with 1 500 personalised certificates and 5 000 washroom plaques, which are proudly hanging on their washroom walls"!
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### ADVICE

- ★ "Whether it is your company's Production or Purchasing Team, it is important to identify which team or division is directly involved in your company's product life cycle, for their product knowledge base is extremely helpful during the application process. The hard work that goes into becoming a licence holder is worth it once you receive the certificates confirming that your products are EU Ecolabel certified. In fact, I think I cried with relief and joy when I got our certificate"!
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- ★ For more information about Disposables UK Group, please visit: [www.disposablesukgroup.co.uk/](http://www.disposablesukgroup.co.uk/)