

SUCCESS STORY



Ming Fai Enterprise International Co. Ltd

Awarded the EU Ecolabel for Soaps, Shampoos, and hair-conditioners

Location: Kowloon, Hong Kong

Products sold/advertised in the EU: United Kingdom

Competent Body with which application was made: AFNOR (France)

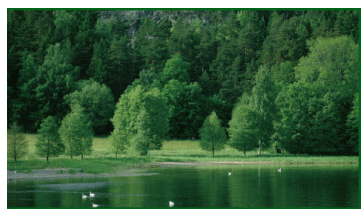
Interviewee: Elaine Chan – Director of Research and Development

ABOUT



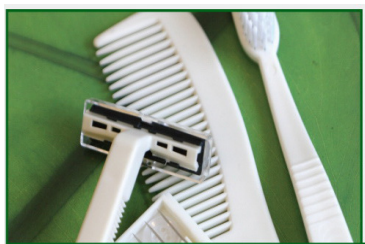
- ★ Ming Fai Enterprise International Co. Ltd is a retail supplier of luxury and high quality products for international brands and services for airlines, hospitality, and body care. Ming Fai is based in Hong Kong, but operates sales offices in Australia, Shenzhen, Beijing, Dalian, Chongqing, Singapore, Xi'an, and Malaysia. Ming Fai Enterprise International Co. Ltd has won many awards internationally and participated in the 2011 EU Ecolabel Communications Awards for the company's EU ecolabelled product REECO.

WHY EU ECOLABEL?



- ★ *"Through the EU Ecolabel, we are showing our commitment to the environment by applying our environmental design policy throughout the product development and managing process, and by reducing the environmental footprint of our products throughout their entire life cycles."*

BENEFITS



- ★ *"The benefits of having the EU Ecolabel have been tremendous, with this award we are able to promote the company's image and make a commitment to our consumers, country, and environment. The EU Ecolabel reflects our desire to make customers aware of the environmental progress we have made in recent years."*

APPLICATION PROCESS

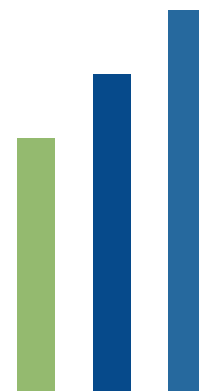


- ★ *"The application process involves the review and testing of many technical chemicals such as aquatic toxicity results and Bioaccumulation (BCF) results. Since we are downstream users and produce our own ingredients, we were asked to provide supplementary technical data for some ingredients used in our formulation. Some of these ingredients were aquatic toxicity report, bioconcentration factor, or LogKow organic chemical values. When we were asked to provide this data, the raw materials suppliers could not provide us with such documents, since they do not test for these requirements. We had to find alternative laboratories and matters of testing that could allow us to meet the EU Ecolabel criteria requirements. The end result was that we could not apply for as many products as we wanted to, since testing was costly and time consuming."*

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CHALLENGES

- ★ Introducing this product to the market:
- ★ *"The biggest challenge we encountered was how to extend the market for our EU Ecolabel products since we could not complete the application process for as many products as we would like, due to criteria testing restrictions."*
- ★ How did you overcome this challenge?
- ★ *"By focusing on fewer products we were able to introduce consumers to REECO, a line of high-quality products and inform consumers of the benefits of purchasing eco-friendly products. We integrated performance advertising into our marketing strategy in order to target potential consumers. This includes business to business marketing on the internet and introducing the product on Ming Fai's website. New markets have opened up to us since we were awarded the EU Ecolabel, specifically luxury hotels."*

MARKETING

- ★
- ★ *"After we developed REECO, the first step to market our products was to send out our e-news letter to all of our consumers globally through our database, then promote our brand through our website and numerous exhibitions. Our Overseas promotional brochure has helped us to advertise our EU Ecolabel products all over the world. Print media is another good way for us to promote, so far we've marketed our products on "Hotel Purchase & Supply" and "International Hotel." We've also participated in trade fairs which people come from all over the world, not only hotel purchasers', but from buyers from trading companies as well."*
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ADVICE

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- ★ *"Before applying, find a consultant in the EU (if possible), study the EU Ecolabel criteria documents and prepare all necessary technical documents in advance. More importantly, ask if the manufacturer can provide such data - if they cannot then switch to another ingredient then re-formulate and recalculate until your product meets the EU Ecolabel criteria. Only then should you deliver the application package, because you can waste a lot time when applying with incomplete documents."*
- ★ For more information on the company Ming Fai Enterprise International Co. Ltd, please contact Elaine Chan. E-mail:
- ★ Elaine.Chan@mingfaigroup.com and Marketing@mingfaigroup.com
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