



The EU Ecolabel for Printed Paper

"The official European label for Greener Products"

Choose the EU Ecolabel for your Printed Paper if you want to show your commitment to a better environment.

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

- Low air and water pollution during paper production and printing process
- Reduced environmental damage or risks related to the use of hazardous chemicals
- Increased recyclability

It can be awarded to any printed paper product that consist of at least 90% by weight of paper, paperboard or paper-based substrates, except for books, catalogues, pads, booklets or forms that shall consist of at least 80% by weight of the referred paper substrates.

Meet your customers' demand

Consumers are today more aware that the protection of 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 the EU Ecolabel on your products you offer them a reliable guide to easily identify the best environmentally friendly products available on the European market.

Give your Printed 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 "Printed Paper" product group:
<http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>



They said it!

"The consumer doesn't think of print but of design and substrates. This might be an opportunity to promote printers' sustainability – print is very sustainable if done properly."
Marcus Timson, co-director of the EcoPrint Europe show

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

Check-list (for a first assessment only)

This is a non exhaustive list of EU Ecolabel criteria for printed paper products. Please see the Commission Decision 2012/481/EU for full details.

Life cycle step	Criterion	Expectations
Manufacturing	Substrate	<ul style="list-style-type: none"> Printed paper products shall be only printed in: <ul style="list-style-type: none"> - Copying and Graphic paper bearing the EU Ecolabel as established in Commission Decision 2011/333/EU. - Newsprint paper bearing the EU Ecolabel as established in Commission Decision 2012/448/EU.
Manufacturing	Excluded or limited substances and mixtures	<ul style="list-style-type: none"> Consumables that could end up in the final printed paper product, and that contain substances and/or mixtures meeting the criteria for classification with the hazard statements or risk phrases specified in the full criteria document, shall not be used for printing, coating, and finishing operations of the final printed paper product. 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. Biocides, either as part of the formulation or as part of any mixture included in the formulation, that are used to preserve the product are permitted only if their bioaccumulation potentials are characterised by log Pow (log octanol/water partition coefficient) <3.0 or an experimentally determined bioconcentration factor (BCF) ≤100. Please see the criteria document for the full list of requirements for the use of substances or preparations.
Manufacturing or End of Life	Recyclability	<ul style="list-style-type: none"> The printed paper product shall be recyclable and de-inkable. Non-paper components of the printed paper product shall be easily removable to ensure that those components will not hinder the recycling process. Wet strength agents may be used only if the recyclability of the finished product can be proved. <ul style="list-style-type: none"> - Adhesives may be used only if their removability can be proved. - Coating varnishes and lamination, including polyethene and/or polyethene/polypropylene, may be used only for covers of books, pads, magazines and catalogues, exercise books.
Manufacturing	Training	<ul style="list-style-type: none"> All members of staff participating in day to day operation shall be given the knowledge necessary to ensure that the Ecolabel requirements are fulfilled and continuously improved.
Use	Fitness for use	<ul style="list-style-type: none"> This product shall be suitable for its purpose.
Use	Information on the product	<ul style="list-style-type: none"> The following information shall appear on the product: "Please collect used paper for recycling."
Use	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 printed product is recyclable. - It is printed using paper with low environmental impact. - Emissions of chemicals to air and water of paper production and printing process have been limited. <p>The "Guidelines for the use of the EU Ecolabel logo" on the website: http://ec.europa.eu/environment/ecolabel/promo/pdf/logo%20guidelines.pdf</p>
Manufacturing	Emission to water Emissions to air	<ul style="list-style-type: none"> Rinsing water containing silver from film processing, plate production, and photo-chemicals shall not be discharged to a sewage treatment plant. The amount of Cr and Cu discharged into a sewage treatment plant must not exceed, 45 mg per m² and 400 mg per m² of printing cylinder surface area used in the press. For publication rotogravure printing: <ul style="list-style-type: none"> - emissions of VOC to air shall not exceed 50 mg C/Nm³ - emissions of Cr⁶⁺ to air shall not exceed 15 mg/tonne paper - equipment for reduction of emission to air of Cr⁶⁺ shall be installed Volatile solvents from the drying process of heat-set offset and flexography printing shall be managed by means of recovery or combustion or any equivalent system. The emissions of VOC to air must not exceed 20 mg C/Nm³. Please refer to the online criteria document for full list and details
Manufacturing	Waste	<ul style="list-style-type: none"> The facility where the printed paper products are produced shall have in place a system for handling waste, including residual products derived from the production of the printed paper products, as defined by local and national relevant regulatory authorities. The system shall be documented or explained and shall include information on at least the following procedures: <ol style="list-style-type: none"> 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, as defined by the relevant local and national regulatory authorities. <p>Please refer to the online criteria document for full list and details</p>
Manufacturing	Energy Use	<ul style="list-style-type: none"> The printing house shall establish a register of all energy consuming devices (including machinery, lightning, air conditioning, cooling) and a programme consisting of measures for improvement of energy efficiency.

