

Linking Producers and Retailers at the PLMA Fair

The Private Label Manufacturers Association (PLMA) Fair in Amsterdam has become an annual rendezvous for the EU Ecolabel. For instance, this is now the sixth year that the EU Ecolabel Helpdesk is holding a stand with the Dutch Competent Body to promote the Flower to businesses. Products groups that were promoted during the event were textiles, cleaning products, tissue paper, paints and varnishes and soaps and shampoos.

Every year, the PLMA trade show brings together retailers and manufacturers and attracts over 3200 exhibitors representing 1600 companies, as well as approximately 7000 visitors. This event is a great opportunity to increase awareness of the Flower, make contact with potential holders and retailers while supporting current holders by promoting samples of their products at the fair. (Thanks to all the Holders of the product groups concerned who sent us samples!) Six weeks before the show, the Helpdesk also sent an email to the 423 contacts made at previous PLMA fairs to maximise the visibility of the Flower at the event.

During the two days of the fair (26-27 May), Mr. Brice Böhmer from the Helpdesk and Ms. Demi Theodori from the Dutch Competent Body met 141 visitors in total and distributed several hundred brochures. There has been a lot of discussion about the possibility for every stakeholder to develop criteria for a new product group under the upcoming new regulation. Many companies from non-European countries were also interested in joining the EU Ecolabel scheme because it represents a great way to enter the European market given the increasing demand for green products.

In general, the response was very positive as visitors provided good feedback. Some even claimed that the EU Ecolabel was the best environmental label of all. Many producers also reported that they were more and more asked by buyers and retailers to provide them with ecolabelled products. For more information on the fair, please visit: www.plmainternational.com.



The Helpdesk and the Dutch Competent Body at their PLMA stand