











## The European Eco-label for Washing machines

"The official EU mark for Greener Products"

If you want to show your commitment to a better environment:

### Choose the Flower for your Washing machines

Once it's on your products, the Flower guarantees:

-  Reduced energy consumption
-  Reduced use of detergents
-  Reduced water consumption
-  Limited noise
-  Designed for easy disassembling and recycling
-  User instructions for environmental use
-  Guaranteed washing and spin drying performance A or B class
-  Take-back policy for recycling after use

It can be awarded to front and top loading household washing machines excluding twin-tubs and washer-dryers.

### Meet your customers' demand

Consumers are today more sensitive to the protection of the environment. 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 Flower on your products you offer them a reliable guide to easily identify the good environmental performers available on the market.

Give your washing machines a credible sign of Environmental Excellence...

Apply for the Flower!

For a quick test use the check list on the back

### Did you know that:

-  13,5 million washing machines are sold each year in Europe.
-  This corresponds to hundred thousands potential tonnes of waste per year.
-  The EU Eco-label criteria encourage easy dismantling for easier recycling, thus minimising the environmental impacts of washing machine waste.
-  Moreover, if only 5% of these washing machines sold every year in Europe were EU Eco-labelled:
  - the energy savings would lead to avoid the emissions of 9690 t of CO<sub>2</sub> per year. This is equivalent to the emissions of a car going 1 500 times round the Earth!
  - 396 312 300 L of water per year would be saved. This is equivalent to the drinking and cooking water consumption of 145 000 people per year!

The EU Eco-label, a high value for your products!

Sources: "the Direct and Indirect Benefits of the EU Eco-label", AEAT, 2004.  
Ademe, 2005. Cartel, 2006.

### For more information...

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

... on the "washing machines" product group: detailed criteria, date of revision...  
<http://ec.europa.eu/ecolabel>  
Choose "product groups" on the menu on the left





Life Cycle Step	Criterion	Expectations
Manufacturing	Limitation of the use of substances harmful to the environment and health	<ul style="list-style-type: none"> <li>Plastic parts heavier than 50 g shall have a permanent marking identifying the material, in conformity with ISO 11469 standard.</li> <li>Plastic parts heavier than 25 g shall not contain: <ul style="list-style-type: none"> <li>flame retardant substances or preparations that are assigned any of the following risk phrases: R45, R46, R50, R51, R52, R53, R60, R61 as defined in Council Directive 67/548/EEC and its amendments.</li> <li>a list of flame retardants containing organically bound bromine, nor chloroparaffin flame retardants with chain length 10-13 carbon atoms and chlorine content &gt; 50% by weight.</li> </ul> </li> </ul>
Manufacturing	Design for environmental use	<ul style="list-style-type: none"> <li>Clear indication of the appropriate settings according to fabric type and laundry.</li> <li>Clear indication of the energy and water saving programmes and options.</li> </ul>
Use	Energy saving	<ul style="list-style-type: none"> <li>Electrival energy consumption <math>\leq 0,17</math> kWh/kg of washload (for the same standard 60°C cotton cycle as chosen for Directive 95/12/EC).</li> </ul>
Use	Water saving	<ul style="list-style-type: none"> <li>Water consumption <math>\leq 12</math> L per kg of washload (for the same standard 60°C cotton cycle as chosen for Directive 95/12/EC).</li> </ul>
Use	Reduction of noise	<ul style="list-style-type: none"> <li>Airborne acoustical noise <math>\leq 56</math> dB(A) during washing or <math>\leq 76</math> dB(A) during spinning (for the same standard 60°C cotton cycle as chosen for Directive 95/12/EC).</li> <li>Information about the noise level of the machine provided in a clearly visible way to the consumer.</li> </ul>
Use	User instructions for correct environmental use	<p>The following information shall come with the product:</p> <ul style="list-style-type: none"> <li>Recommendations for optimal use of the machine related to noise, energy.</li> <li>Advice on sorting the fabrics appropriately and the corresponding wash temperature according to the fabric type.</li> <li>Use a full load whenever possible.</li> <li>Avoid pre-washing in the machine whenever possible.</li> <li>Hot-fill can save energy.</li> <li>Information on energy and water consumption for the different temperature and load settings.</li> <li>Switch-off the machine after completion of its cycle to avoid possible stand-by energy losses.</li> <li>Advice on appropriate maintenance of the machine.</li> <li>Information on the power requirements during the following modes: off mode, timer mode (programming), programme ended mode.</li> <li>Advice on the availability of ecological friendly modern detergents.</li> <li>Advice on varying the detergent dosages according to water hardness, the type and amount of the load and its degree of soiling.</li> <li>Information that ignoring the above-mentioned instructions can lead to higher energy, water and / or detergent consumption and thus increased costs and poor performance.</li> </ul>
Use	Prevention of excessive use of detergents	Clear volumetric and / or weight-related markings on the detergent dispenser.
Use	Performance	<ul style="list-style-type: none"> <li>Spin drying efficiency class A or B as defined in Annex IV of Directive 95/12/EC.</li> <li>Washing performance class A or B as defined in Annex IV of Directive 95/12/EC.</li> </ul>
End of life	Eco-design to facilitate recycling	<ul style="list-style-type: none"> <li>Easy disassembly of the machine taken into account in the design.</li> <li>A disassembly report shall be provided.</li> </ul>
End of life	Reduction of solid waste	<ul style="list-style-type: none"> <li>Take-back for recycling free of charge.</li> <li>Information on take-back policy.</li> </ul>
End of life	Durability	<ul style="list-style-type: none"> <li>Lifetime extension: the availability of compatible replacement parts and service shall be guaranteed for 12 years from the time that production ceases.</li> <li>Commercial guarantee ensuring that the washing machine will function for at least two years from the date of delivery.</li> </ul>

Your Competent Body will inform you which assessment and verification documents are required (e.g. declarations of compliance, MSDS of ingredients), which test results must be provided and how the testing should be carried out (external test laboratories).

To market your eco-labelled products use our free Green Store:

<http://www.eco-label.com>

