



The EU Ecolabel for printed paper, stationery paper and paper carrier bags



The EU Ecolabel is the official European Union label for environmental excellence

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#EUGreenDeal; #EUEcolabel

The EU Ecolabel is awarded to sustainably designed products, encouraging innovation, and contributing to the EU goal of climate neutrality by **2050** and to the **circular economy**.

Through the EU Ecolabel, industry can offer consumer an **eco-friendly alternative** to conventional paper products, and help them lower their daily environmental impact.

This product group covers:

- any printed paper product consisting of at least **90 %** by weight of paper, paperboard or paper-based substrates (**80%** for books, catalogues, booklets or forms)
- envelopes that consist of at least **90%** by weight of paper, paperboard or paper-based substrates
- paper carrier bags (including wrapping paper) consisting of **100 %** by weight of paper, paperboard or paper-based substrates
- stationery paper products (including filing products) consisting of at least **70 %** by weight of paper, paperboard or paper based substrates (except for suspension files and folders with metal fastener to which the threshold does not apply)



Stringent criteria, focusing on the main environmental impacts throughout the lifecycle of the products, ensure that EU Ecolabel printed paper, stationery paper and paper carrier bag products are among **the best on the market** in terms of environmental performance. Specifically, EU Ecolabel criteria:

- ensure that the manufacturing of paper-based products is carried out in a more sustainable way and fibres are sourced from sustainably managed forests or recycled materials
- restrict the use of hazardous substances
- increase products circularity by increasing their recyclability
- address emissions generated during the printing process
- reduce the quantity of paper waste generated in a process
- promote energy efficient manufacturing processes



The EU Ecolabel addresses seven key environmental hotspots related to printed paper, stationery paper and paper carrier bags

Hotspots

EU Ecolabel Solution

Please see the full Ecolabel criteria for printed paper, stationery paper and paper carrier bag products Commission Decision (EU) 2020/1803 of 27 November 2020 : <https://eur-lex.europa.eu/eli/dec/2020/1803/oj>

1. Manufacturing

Sustainable raw materials:

- ✓ the paper substrate, including paperboard used in a final product bears the EU Ecolabel for “Graphic paper”

2. Manufacturing – hazardous substances

Restricted hazardous substances:

- ✓ all process chemicals used by the applicant in relevant printing or converting processes are screened
- ✓ all ingoing chemicals used in the production process, and any supplied materials forming part of the final product, do not contain certain hazardous substances
- ✓ biocidal products and biocidal active substances, cleaning agents, alkyl phenol ethoxylates —halogenated solvents —phthalates, printing inks, toners and varnishes, toluene recovery from rotogravure printing, have to comply with specific requirements

3. Manufacturing and end-of-life

Product circularity:

- ✓ non-paper parts of stationery paper product (e.g. metal bars or plastic covers) are easily removable not to hinder the recycling process
- ✓ the product is suitable for repulping
- ✓ adhesives may be used only if they are highly removable
- ✓ the printed paper product is highly deinkable

4. Manufacturing – emissions into water and air

Reduced emissions into water and air:

- ✓ the specific amount of Cr and Cu at the point of discharge from rotogravure printing does not exceed specific limits
- ✓ specific requirements on Volatile Organic Compounds (VOC) are met

5. Manufacturing – waste generation

Reduced waste generation:

- ✓ the facility where the product is manufactured has a system for handling waste in place - which addresses and documents the measures taken to reduce the amount of solid and liquid waste, including waste paper, ink waste, cleaning agent solution and dampening solution waste as defined by local or national regulatory authorities
- ✓ the amount of paper for recycling from manufacturing process does not exceed specified thresholds



For more information, visit www.ecolabel.eu

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