



GREEN JOBS
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#EUGreenWeek



A circular model for professional cleaning textiles

Company name: Falpi SRL

Product category: Textiles

Country of origin: Italy

License holder since: 2008

Available in: Italy, France, Spain, Netherlands, Denmark, Germany, Poland, Slovenia, Greece, Belgium, Hungary

Website: www.falpi.com

What convinced them to apply for the EU Ecolabel?

"At Falpi, we are aware that adopting attitudes and pursuing environmentally-friendly policies is a duty of both individuals and companies. According to these beliefs, we have searched for a way to tangibly show the environmental quality of our core articles to the market and, in general, to the stakeholders.

For this reason, after having identified an Ecolabel textile procedural guideline, we started the path to certify some of our textile products. At the same time, for those products which do not fall under a specific Ecolabel category (such as cleaning trolleys), we have chosen an Environmental label Type III (EPD)."

How has being certified with the EU Ecolabel given them an edge over competitors?

"EU Ecolabel certification of our products has certainly helped our company to stay on top of the market. The certification of environmental excellence of our core products has given an important contribution both to company reputation and to sales. Our experience and the positive feedback of the market have been an incentive for our competitors, who are currently working in the same direction.."

Has the EU Ecolabel increased their revenue and allowed them to enter new markets?

"We did NOT raise the prices of our Ecolabel certified products. In fact, the costs incurred to get the certification were considered as general promotional costs. Therefore, they did not influence the price of specific Ecolabel certified references. This choice allowed us to keep the same retail prices of the non-certified version. This behaviour showed our reliability to the clients; it also demonstrated that a "green" production is possible and it is not necessarily more expensive. In the end, we can assert that EU Ecolabel certified products allow for a constant growth in sales thanks to the market approval."

How do they evaluate consumers' and general demand for sustainable products?

"Our products are exclusively used in the professional cleaning sector, so the demand and the approval come basically from the requests of public administrations. In this case, the European GPP (Green Public Procurement) and Italian CAM (Criteri Ambientali Minimi - Minimum Environmental Criteria) of professional cleaning lay the basis for important future developments – a growing demand of eco-friendly products. For this reason, our company thinks that the achieved goals have to be considered as steps of a continuous road and not as arrival point."

How are they contributing to the circular economy?

"Our company's environmental policy establishes the principles that guide our commitment, both in design and in sales, in order to extend the lifecycle of our products as much as possible. Thus, we check their

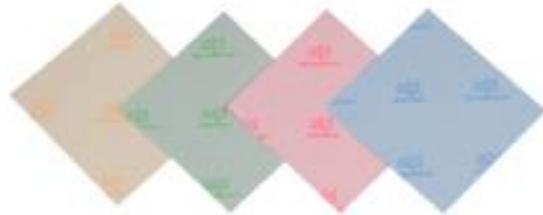


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endurance with specific tests and market analysis thanks to the cooperation of final customers (cleaning companies). We avoid every “logic of planned obsolescence” and our production considers the possibility of recycling and repairing the product. A concrete example of these environmental policies is the agreement undersigned with our dealers for the withdrawal of our used trolleys and their reconditioning in order to avoid any disposal in dumps.”



Should you wish to use the above photos, quote a company representative or have any other questions please contact:

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