

## The EU Ecolabel ensures maximum environmental commitment

Many companies now integrate environmental values into their business strategies. This also applies to the Danish design textile company Kvadrat, which manufactures and sells textiles with the EU Ecolabel. But how does this environmental certification generate value for Kvadrat as a licence holder? And what are the requirements for becoming a license holder?



Kvadrat is Europe's leading manufacturer of design textiles. The company creates textile products for both private and public spaces - and often works with leading designers, architects and artists. But Kvadrat's products are not only fashionable, they are also manufactured with concern for both people and the environment. Kvadrat wants to protect the environment, and that's why the company has chosen the EU Ecolabel.

### An Ecolabel offers added value

The key role of ecolabelling is to make it simpler for both private and professional consumers to choose the best products and services from an environmental point of view. The Nordic Swan Ecolabel and the EU Ecolabel are a guarantee that products meet strict environmental requirements throughout their entire life cycle. They provide security and protect consumers from *greenwashing*. Precisely this credibility makes the Nordic Swan and EU Ecolabel such effective marketing tools for license holders. This is something that Kvadrat has experienced.

The EU Ecolabel is an effective marketing tool for Kvadrat. It helps build an environmentally responsible profile, which offers consumers good arguments for buying the company's products. Jette Lingaard, Sustainability Responsible for Kvadrat, explains the value of being a license holder:

"We use the EU Ecolabel to build an attractive environmental profile, by explaining the label and its very strict requirements, which we meet at all levels in our production. The Ecolabel is not simply a test of the finished product. It is very important to explain to our customers that our products meet the EU Ecolabel criteria, and that the products have been inspected and approved by an independent third party. The EU Ecolabel adds to our brand value and helps give us a credible, green profile."

### **Insight into our own activities**

The strict criteria and rigid framework of the EU Ecolabel do not just benefit a company's marketing and the security of consumers. They also benefit the businesses that value sustainability the most, and that are prepared to lead the battle for the environment. The strict criteria of the EU Ecolabel are regularly tightened.

"The EU Ecolabel ensures that our environmental initiatives are optimal, and this saves us from having to divert resources to - and make decisions about - where, how and what we should change or improve to optimise our environmental engagement. When the Ecolabel tightens its requirements, we make the necessary changes, and in doing so ensure continuous development in sustainability," explains Jette Lindgaard, Sustainability Responsible for Kvadrat, before adding:

"There is very thorough control when applying for a license for the Nordic Swan Ecolabel or the EU Ecolabel and as such it is only natural that there are also regular inspections. It might sound intimidating, but actually we experience this more as security for us, as well as a guide for positive environmental engagement," says Jette Lindgaard, and continues:

"A business like Kvadrat has numerous subcontractors, which means it takes a lot of effort to be awarded an Ecolabelling license. The life-cycle perspective of the EU Ecolabel makes strict demands on the product's manufacture - from production to distribution. This makes it important for Kvadrat to think environmentally, right out to the furthest link in our chain of activities. For example, once the sheep are sheared, the wool we use has to be cleaned in a special wool washing plant. Does this process also meet the requirements of the label?

But the extra work has been worth it. It has provided a deep insight to our own activities and processes, at all levels," concludes Jette Lindgaard.