

EU Ecolabel Product Group: Cleaning-up



'Gaining the EU Ecolabel has helped us achieve recognition of the considerable efforts we make in developing products, supplying training and systems of use that minimise the environmental impact of the cleaning process.' Des Eustace, Managing Director, Clover Chemicals

Why did Clover Chemicals apply for the EU Ecolabel?

Since its inception in 1990, Clover Chemicals' consideration for the environment has always been a major factor in the development of its products and the management systems it adopts.

Products are formulated to give optimum performance, balanced by a careful selection of raw materials to minimise environmental impact.

Des explains further: 'The EU Ecolabel is a recognised independent Europe wide standard with well documented evaluation processes. This was important for Clover Chemicals as we wished to be part of a credible system for promoting products that performed their function and enhanced the perception of environmental products to business and the general public.'

Clover Chemicals strongly believe in acting to reduce the carbon *footprint of products throughout their whole life cycle from the raw materials, packaging, transport, use and disposal of both the product and its packaging – and the Ecolabel environmental criteria look at every stage of a products life cycle. It takes enthusiasm, commitment and hard work to achieve these goals, but businesses are an important part of society and their actions can lead to a better environment for all.'*

The Application Process

Clover Chemicals set to work on completing its application and producing the compliance declarations and test results required to prove that five of its products met the tough EU Ecolabel technical criteria.

Des continues: *'I have to say the application process is not easy. However the EU Ecolabel help desk was very helpful and clarified for us what parameters to use. I would recommend them to anybody thinking of starting this process.'*

Marketing

Des provides more detail: *'Key to our marketing approach is that we recognise the importance of the efficacy of these products. If the product works effectively then the consumer, either in business or private life, will continue to use and respect these products.'*

We spend time showing our customers that, when diluted and used correctly, EU Ecolabel products do not only reduce the impact on the environment but can reduce the amount of time and effort needed to achieve the desired result.'

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EU Ecolabel Products

In November 2010, Clover Chemicals was awarded the EU Ecolabel for its first three products within the All Purpose Cleaner and Sanitary Cleaner product group. In 2012, it expanded its range when it was awarded the licence for its degreaser. Its products within the All Purpose Cleaner and Sanitary Cleaner product group are:

- ◆ Clover Eco 460 All Purpose Cleaner;
- ◆ Clover Eco 550 Toilet Cleaner;
- ◆ Clover Eco 507 Washroom Cleaner;
- ◆ Clover Eco 330 Degreaser.



In 2013, it successfully applied into the Hand Dishwashing Detergents category and achieved accreditation for:

- ◆ Clover Eco 490 Hand Dishwashing Detergent



Its Clover Eco range of products are covered by EU Ecolabel Licences:

- ◆ UK/020/015 All Purpose Cleaner and Sanitary Cleaner
- ◆ UK/019/006 Hand Dishwashing Detergents

Results

Clover Chemicals Ltd continues to work to reduce the overall energy consumption (carbon footprint) that is involved in its products life cycle – and that's all its products, not just the Clover Eco range. For example, all the Clover products sold into Europe carry the 'green dot' on the label, which shows that Clover Chemicals is part of the industry-funded system for recovering and recycling the packaging materials of consumer goods.

'Having the EU Ecolabel on our Clover Eco products certainly enhances the respect that is given to these products in the market place', Des concludes.