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Ecolabel Product Group: All Purpose Cleaners and I&I Dishwashing Detergents



“EU Ecolabel for us is everything! We are proud to have been the first to get our products accredited in the UK and we use it as a guiding principle of every single product we make and everything we do. We hire people with the same logic. It is incredibly important to us, it is not just an accreditation on a product but a circular-economy process that governs our work!” said Mark Jankovich, Managing Director, Delphis Eco.

Why did Delphis Eco apply for the EU Ecolabel?



By Appointment to
Her Majesty Queen Elizabeth II
Manufacturer of Environmentally
Friendly Cleaning Products
Delphis Eco, London

“The first reason has its roots in the history of the company, when we were asked to create a cleaning range for a shipping company that wanted a product with the least possible aquatic impact. We looked around and discovered the EU Ecolabel had criteria that achieved this objective. We then went on to use this to guide our product development. Secondly, we wanted a point of differentiation, even though at that time we were the only company producing eco cleaning products. Subsequently it became absolutely vital to be able to separate ourselves from all the unsubstantiated greenwash claims, and having the EU Ecolabel meant we could prove that we were a genuine environmental player.” Said Mark Jankovich.

“The EU Ecolabel is the pre- eminent environmental accreditation. It would take years for another scheme to develop a label to this environmental and performance standard. As long as the EU Ecolabel remains the leading certification we pay less attention to other accreditation bodies, despite getting calls from them every day!”

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The Application Process

Mark Jankovich said that *“applying for 9 B2B APCs to be licenced in 2012 was much easier and simpler a second time around, but the criteria are still incredibly tough to meet. But it is good that the EU Ecolabel is so thorough and complex and that you have to go through various stages along the whole supply chain, because if you then get an accreditation, you are genuinely deserving.”*

EU Ecolabel Products

The criteria for All Purpose and Sanitary Cleaners, and I&I Dishwashing Detergents, minimise the impact of products on the environment and human health, while maximising product performance.

Mark Jankovich said, *“We started with 9 B2B APC products to suit a very broad range of markets (households, commercial kitchens, offices, government buildings and schools), and now have 13 APC and I&I Dishwasher Detergent licenced products, all of which are more than 90% efficient, even in the toughest of markets, and 100% efficient for the specific and general cleaning purposes for which they are designed. We have more products in the pipeline and will apply for an EU Ecolabel licence for these in early autumn 2016, and we are excited to be soon launching a comprehensive range of consumer products that, if approved, will be the first of its kind in the UK.”*

Results

“Aside from attracting great like-minded staff who adhere to our set of core principles, Delphis Eco is competing in a crowded space and being the first EU Ecolabel licence holder for cleaning products in the UK meant we had clear product differentiation and a great reason to begin a conversation. We campaign and lobby government departments, including No10, to get EU Ecolabel products into government service tenders, public procurement, as well as into government offices. Many European countries have strong leadership in the form of regulation from their governments. UK businesses and the British government are more and more stipulating some EU Ecolabel products in tenders, which will no doubt soon be mandatory. The next step is to mandate EU Ecolabel products exclusively.”

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