

EU Ecolabel Product Group: Tissue Paper



'We are looking forward to continued success and exploring other market opportunities which are becoming more green-aware, due to holding the EU Ecolabel on our Bay West range.'

Emma Wood, Marketing Manager, Disposables UK Group

Why did Disposables UK Group apply for the EU Ecolabel?

Disposables UK Group, has manufactured and distributed a range of paper disposables and associated cleaning and hygiene products for the 'away from home' market for twenty six years.

Paul Halliwell, Director of Sales, says: *'Disposables UK Group makes products from natural resources that need constant replenishment so we have a responsibility to the environment to ensure that our products and processes have as little adverse impact as possible. Also, it's not just about making green products, it is about making sure that our processes and practices are as sustainable as possible, reducing the negative impact on the environment. We are committed to sustainability in order to safeguard the environment for generations to come.'*

Emma Wood explains further: *'We manufacture the Bay West® brand of disposable, washroom paper products and had witnessed the commercial success that Bay West USA experienced following the Green Seal™ certification on some of its branded products.'*

As an independent company 100% committed to our areas of expertise, we were keen to develop an eco-friendly range of products that both we and our customers could believe in. After reviewing the options, the EU Ecolabel proved to be the ideal choice as none of our competitors at the time held such tough accreditation and it fitted with our own business links in Europe.'

The Application Process

Disposables UK invested significant resource in working with its paper mills and its pulp suppliers to ensure that the whole production process from raw pulp material through to the finished product met the stringent EU Ecolabel criteria.

When we re-applied to expand our accreditation under the current Tissue Paper product group, we - and our supply chain - had to go through all the hard work again. The current criteria were much tougher to meet. But we have been successful and it has proved just how committed Disposables UK is to providing its customers with the very best products, which are the kindest to the environment.'

The hard work in achieving its EU Ecolabel licence has paid off as Disposables has gained many achievements over the years. In 2012, its EU Ecolabel Bay West line was selected for venues within the London Olympic Park – 220,000 toilet rolls and 7,500 toilet paper and hand towels were used. In 2013, it won Business of the Year award at the 2013 Huddersfield Examiner Business Awards, following a hugely successful year for the family-run business.

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Emma continues: *'We were absolutely delighted to have our achievements in gaining the EU Ecolabel recognised. Anyone who has worked towards gaining the accreditation for their products knows that it isn't a walk in the park and nor should it be. However to have the blood, sweat and tears acknowledged in helping us win awards is amazing! We are thrilled to have won Business of the Year award and be recognised for our achievements. It has been a very exciting year for the company with a site move and expansion so this really is the icing on the cake. It is also recognition for the team who strive to make the company a success both locally and nationally.'*

EU Ecolabel Products

Disposables UK received its first EU Ecolabel licence in early 2009.

It successfully re-applied to continue and expand its accreditation under the current Tissue Products criteria [2009/568/EC](#), which came into force on 9th July 2009. *'The benefits from one application process motivated us to invest ourselves in the second. The success that the certification has bestowed upon our company proves how committed we are to providing our customers with the best possible products, which are simultaneously kind to the environment.'*

It has continued to grow its number of licensed products over the years and its range now includes:

- **Bay West® range of hand towel rolls** (BDS4166/5166/8166/3190)
- **Bay West® 2 ply toilet tissue role** (30690)
- **EcoSoft™ 2 ply and 1 ply toilet rolls** (616/618/126)
- **Accent range of hand towel rolls** (8112/3112)
- **DublSoft Micro Folded Towels** (00487/00490)



Its EU Ecolabel Licence Number is UK/004/002.

Results

Emma concludes: *'Gaining the EU Ecolabel accreditation on our away-from-home washroom products has completely revolutionised our brand and provided a strong selling advantage over our competitors. It was very well received by our distributor network and it has in turn taken it to our end user market with determination.'*

Teaming our launch with a host of supportive marketing collateral including brochures, certificates and green washroom plaques, gives our brand strength and prowess for the more green-conscious washroom providers and users.'

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Our sales team quickly grasped the advantages of the EU Ecolabel accreditation, which gave them the confidence to enthusiastically communicate these benefits to our customers. In turn, our customer base was very receptive of the development of our 'green' EU Ecolabelled product range. Furthermore, our products have thrived in the current market, which has rapidly become demanding of environmentally friendly products over the past years.'

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