

EU Ecolabel Product Group: Textiles



'Gaining the EU Ecolabel for our range of products has given us the opportunity to offer additional benefits to our customers and encouraged us to produce more environmentally friendly products. I believe that holding this prestigious accreditation plays a part in helping Wooltex UK keep in front of the competition.'

Richard Brook: Technical Director

Why did Wooltex UK Ltd apply for the EU Ecolabel?

Wooltex UK Ltd has been designing and manufacturing textile fabrics in Yorkshire since 1996. It is an independent, family owned business that prides itself on excellent customer service, quality and innovation. It specialises in producing high-quality textiles for the manufacture of blinds.

Its strong technical team, continuous investment in the latest machine technology, and its policy to use approved local suppliers whenever possible enables it to produce the very best quality fabric designs quickly and efficiently. It continually researches and develops new product areas and production methods to meet the needs of its customers.



Richard explains: *'It was, in fact, customer expectation that first made us consider the EU Ecolabel. This label not only has demands for environmental impact but also for the quality of the final product. This label focuses on the whole process for a product's lifetime, from cradle to grave. It is also good to know that EU Ecolabel criteria are continually evaluated and updated to ensure that companies continue to improve on the environmental impacts of their products and processes.'*

The Application Process

Richard continues: *'The process is a bit complicated and it takes some time to compile the full application and dossier of information required for assessment. But now we are familiar with the process, it will be much more straightforward to go through it again if we decide to increase the number of our licensed products. It will be simpler still if our next textile innovation includes raw materials and processes that have already been assessed as meeting the EU Ecolabel criteria.'*

My advice to any licence holder, or potential licence holder, is to consider the demands of the EU Ecolabel when you start developing a new product so that it is part of your decision making process from the very beginning.'

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EU Ecolabel Products

Wooltex UK Ltd was first awarded its EU Ecolabel in April 2009, successfully re-applying against the Textiles criteria each time a new criteria came into force. Its licensed product range includes:

- BASS
- CANVAS
- CAVA
- CLARA
- JEEVES
- INTERFERENS
- LAND
- MAGENTA
- PERLA
- POLO
- REMIX
- STEELCUT
- STEELCUT TRIO
- TONUS
- TOPAS
- WILLOW
- WOOSTER



Its EU Ecolabel licence number is UK/016/003.

Results

Creating EU Ecolabel products designed to have minimal environmental impact in both production and distribution is just one way that Wooltex shows its commitment to reducing the impact that its operations may have on both the local and global environment. It is always looking for ways to further reduce waste and minimize emissions generated by the business.

Richard concludes: *'Our customers' main purpose when choosing a textile product is to get excellent design and quality. However they also expect us to have considered and minimised the environmental impact of our products and processes. Holding the EU Ecolabel on a range of our products shows our commitment to the environment - we really believe that it is a great marketing tool for us.'*

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