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EU Ecolabel Product Group: Rinse-off Cosmetic Products



'Gaining the EU Ecolabel logo demonstrates our ongoing investment, dedication and commitment to global environmental matters. We hope the icon, along with our own sustainable stamp, will help customers make informed choices to develop their own environmental credentials.'

Suzanne De Maine, European Marketing Manager, GOJO Industries-Europe Ltd

Why did GOJO Industries-Europe Ltd apply for the EU Ecolabel?

Sustainability is not a new concept for GOJO Industries; it was embedded in the company by its founders in 1946 and has been part of the company's culture ever since.

Bonnie Okeke, Regulatory Affairs and Product Quality Management for Europe explains: *'GOJO chose to apply for the EU Ecolabel as more and more of our customers are seeking sustainable methods of hand hygiene and we wanted to gain this status in order to create additional credibility for our efforts.'*

The Application Process

Bonnie continues: *'The application process is technically thorough and challenging but at the same time interesting when focussed on the end result, which to us was to further validate products we are proud to offer to our customers as having high environmental credibility. The EU Ecolabel scheme represented a good way to do that. The whole ethos lends itself well to the culture of GOJO as an innovative organisation.'*

'Our first step was to ensure a thorough understanding of the requirements of the process and, once understood, we set about putting the data together with the assistance of a very professional independent assessor. Hence, when the dossier was finally submitted to the UK Ecolabel Delivery team, we received minimal queries. We were delighted to obtain certification within seven months from the very start of the process until the final assessment was complete.'

'It is worth mentioning that throughout the process, the staff of the UK Ecolabel Delivery Body remained readily accessible and available for any clarifications that were required during this journey. This was immensely helpful in facilitating and moving forward the process for us.'

Marketing

With this crucial EU Ecolabel accreditation, GOJO is able to promote its products with increased credibility. Its stakeholders expect GOJO to offer environmentally considerate products and services.

Bonnie says: *'Our customers have responded positively to us offering EU Ecolabel products. It marks an important milestone for us and confidently highlights that we are serious in achieving our sustainability goals. Being one of the first in this category, we understand the benefits that this will have on our customers and on their customers, both in terms of their own environmental goals and offering.'*



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EU Ecolabel Products

In February 2011, GOJO Industries was awarded the EU Ecolabel for its spa-inspired foam hand soap and shower wash:

- GOJO Mild Foam Fragrance Free Hand Wash
- GOJO Forestberry Foam Hand Wash
- GOJO Freshberry Foam Hand Wash
- GOJO Lemonberry Foam Hand and Shower Wash



Following the success of this range in the marketplace, GOJO went through the EU Ecolabel application process for two further EU Ecolabel accredited ranges of hand wash.

Its official EU Ecolabel licence numbers are UK/030/003, UK/030/004 and UK/030/005.

Results

Attaining the EU Ecolabel for these products was part of the GOJO Sustainable Hygiene™ Science portfolio based on designing for sustainability performance, meeting industry standards for ready biodegradability and GOJO standards for sustainable formulations based on the increased use of naturally renewable, plant-based ingredients.

Bonnie concludes: *'Through our sustainable journey we aim to reduce water usage by 30% by 2015. We also look to reduce solid waste by 25% by addressing reusing and recycling. Recognition of the greenhouse gases threat to the environment focuses our aim to reduce our contribution by 5% whilst constantly exploring new ways of making additional reductions.'*

Achieving this prestigious award was an important milestone on our environmental journey, which is recognised by customers across the EU.'

UK Ecolabel Delivery Helpline: 01355 593930

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Web: <https://www.gov.uk/apply-for-an-eu-ecolabel>

Twitter: <http://twitter.com/ecolabel>