



# Five Companies about Ecolabelling

The Nordic Ecolabel and the EU-Ecolabel are the two official ecolabels in Denmark.

Ecolabelling is a voluntary scheme for enterprises and its long-term objective is to steer production and consumption in a more environmentally sustainable direction.

Here are five businesses that benefit from ecolabelling – both in their environmental work and as a marketing tool.



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»Several people in the business warned us and said it would be an expense. But actually it has had the exact opposite effect«

**Thomas Lindner Nielsen**

Product Manager at  
Moelven Danmark A/S

## Moelven

# The Nordic Ecolabel has boosted our sales considerably

»The market today is full of ecolabelled products, which is why we found it natural to apply the Nordic Ecolabel to our ThermoWood. Several people in the business warned us and said it would be an expense rather than an asset. But actually it has had the exact opposite effect.

As a matter of fact, the Nordic Ecolabel has increased our sales considerably. It is simply easier for us to sell wood now. We haven't increased the price of our product, but have chosen instead to offer the ecolabel as an added value. This has strengthened our market position in multiple ways.

Whether it is non-specialists or professionals, such as architects, that need wood, they will most often choose our products as these possess the qualities required by Nordic Ecolabelling. For ThermoWood, which is durable wood for outdoor use, this means, for instance, that production is totally without heavy metals or biocides which may accumulate in nature. Our customers recognize the Nordic Ecolabel from other everyday products, and then it's just perfect that they can build a terrace which fulfils the requirements of the Nordic Ecolabel.«

**Thomas Lindner Nielsen**

Product Manager at  
Moelven Danmark A/S

As the first company in Denmark, Moelven has been awarded the Nordic Ecolabel for building materials for terraces and facades ThermoWood is an environmentally sustainable alternative to pressure-treated wood.





»The Nordic Ecolabel is a scheme which is future-oriented – as we are ourselves – and helps to ensure we are moving in the right direction«

**Mikkel Egelund Jensen**

Managing Director  
of DermaPharm A/S

## DermaPharm

Together we create  
a better product

»Being backed by the Nordic Ecolabel is important to us. The Nordic Ecolabel is a scheme which is future-oriented – as we are ourselves – and helps to ensure we are moving in the right direction. In this way the Nordic Ecolabel also strengthens our market position.

Both here at DermaPharm and at Ecolabelling Denmark there are highly qualified staff with extensive knowledge about exactly the products we are dealing with. Obviously, the dialogue between us as a manufacturer and Ecolabelling Denmark contributes to creating a better product at the end of the day.

When we sell a product like Derma, it's our loyal customers that provide the bulk of our business. As I see it, loyalty is created when we walk our talk. And in this context the Nordic Ecolabel is an independent control body which helps to boost our credibility.«

**Mikkel Egelund Jensen**

Managing Director of  
DermaPharm A/S

DermaPharm's product line Derma contains neither perfume, parabens nor dyes.





»Berendsen's customers are entitled to full information about the product they buy from us«

**Gitte Tuesen**

Health, safety and environmental manager at Berendsen Textil Service A/S

## Berendsen

# The Nordic Ecolabel is a strength in relation to CSR, environmental and health issues

»Berendsen regards the Nordic Ecolabel as a strong brand in the marketing of our business. The more we stand out, the more visible we will be in the market.

There is no doubt that the Nordic Ecolabel is valuable when we negotiate with our customers. Particularly in relation to corporate customers engaged in CSR and environmental and health issues. But also in relation to SMEs for whom it is the more local matters that count, such as reducing the risk of allergic reactions and eczema among staff.

Environmentally, to us the Nordic Ecolabel has been most significant in the field of chemistry. Although we have worked many years to reduce the use of environmentally harmful and unhealthy substances in washing chemistry, it nevertheless turned out – almost to our big disappointment – that a number of changes were required before we could obtain the Nordic Ecolabel. The changes we have made to our washing chemistry benefit both the external environment, our customers and staff.

Berendsen's customers are entitled to full information about the product they buy from us. The Nordic Ecolabel provides that kind of information on environmental and health issues.«

**Gitte Tuesen**

Health, safety and environmental manager at Berendsen Textil Service A/S

Berendsen is the first and only nationwide textile service business in Denmark to provide laundry services with the Nordic Ecolabel at all laundries.





»... with the Nordic Ecolabel we prove to our customers that we take the necessary measures...«

**Mette-Sophie Thomsen**

Quality and environmental manager at Abena Produktion A/S

## Abena

# The Nordic Ecolabel strengthens our environmental profile

»With the Nordic Ecolabel we now have proof of our environmental effort. The fact that we are now able to offer ecolabelled diapers within nearly all kinds of incontinence products means a considerably stronger environmental profile. We are aware that our production has an environmental impact, but with the Nordic Ecolabel we prove to our customers that we take the necessary measures to reduce this impact as much as possible.

Our products are fine-tuned to the needs of users. This means, among other things, that we have reduced material consumption and thus the transport impact and waste quantities. Overall, this means a reduced impact on nature and the environment.

Furthermore, ecolabelled sanitary products and diapers satisfy strict chemical requirements. For instance, the products must not contain perfume or lotion or moisturizers. Also, sanitary products with the Nordic Ecolabel are subject to quality requirements and diapers must be highly absorbent and feel dry on the surface when in use.«

**Mette-Sophie Thomsen**

Quality and environmental manager at Abena Produktion A/S

Abena has introduced the world's first, and so far only, Nordic Ecolabelled incontinence diaper.





»With the ecolabelling of our unit KN1218 for corporate use we want to enhance awareness of environmentally friendly production, quality and long life, making it an easier choice for consumers.«

**Joakim Lassen**

Director, Design & Communication  
at Montana Møbler A/S

## Montana

We want to enhance awareness  
of production and quality

»With the ecolabelling of our unit KN1218 for corporate use we want to enhance awareness of environmentally friendly production, quality and long life, making it an easier choice for consumers.

At Montana, we have for many years focused on the environmental aspects of our production, so we had already done a good deal of preparatory work when we applied for the Nordic Ecolabel.

For example, we were the first in Europe to switch to water-based lacquer in 2007 whose very low content of organic solvents fulfils the requirements of the Nordic Ecolabel. Furthermore, we use a high proportion of certified wood in our production and make sure the utilisation of resources is optimal.

The process of introducing the Nordic Ecolabel implied a thorough review of production and a registration of processes. Eventually it turned out that we had to replace the protective plastic coating we use as lining in the units with PVC-free plastic, so the metal corners of ring binders do not cause wear and tear to the lacquer. With the Nordic Ecolabel we now have proof of our environmental effort.«

**Joakim Lassen**

Director, Design &  
Communication  
at Montana Møbler A/S

In May 2010, Montana was  
awarded the Nordic Ecolabel  
for their office unit KN1218.

