

**Clean cuisine** Cleanliness counts for more in the kitchen. But products that keep our food fresh and our counters clean can inflict real harm on the environment. Refrigerators and dishwashers draw electricity, while the production of paper towels releases greenhouse gases. One way to minimise the environmental impact of your kitchen is to buy appliances, paper products and cleaning products bearing the European Eco-label.

Kitchen items sporting the Flower:

- are made with a view to energy efficiency and conservation;
- cause relatively modest environmental impacts in the waste stream; and
- avoid the use of toxic materials.

Goods sporting the European Eco-label meet high standards of environmental quality throughout their **life cycle** (see diagram) and, at the same time, deliver guaranteed value for money. Simply said, goods bearing the Flower are better by nature.



### The European Eco-label

distinguishes products that meet high standards of both performance and environmental quality. Every product awarded the European Eco-label must pass rigorous environmental fitness trials, with results verified by an independent body.

Other environmental labels cover specific environmental concerns such as recyclability or energy efficiency, but the Flower of the European Eco-label stands for low environmental impacts throughout a product's life cycle — from manufacturing to disposal. Consumers can find it across the European Union, Norway, Liechtenstein and Iceland.

Criteria exist for more than 23 types of products and services, with new categories continuously being adopted. The Flower adorns, among other items, environmentally friendly appliances, clothing, gardening products and tourist accommodations.

### Look for the Flower!



### CONTACT INFORMATION

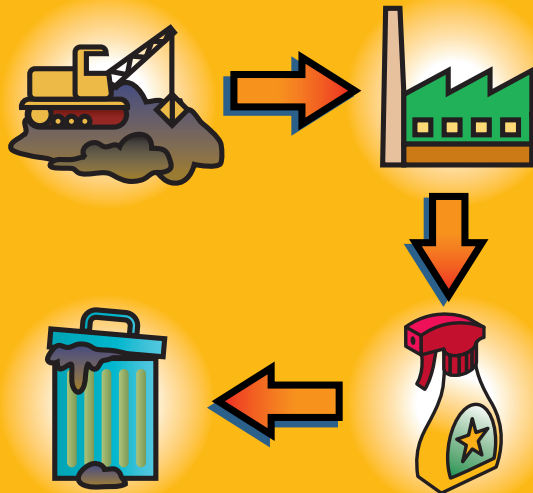
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 General information on the Flower: <http://ec.europa.eu/ecolabel>  
 The Green Store: [www.eco-label.com](http://www.eco-label.com)  
 The European Eco-label on tourism services: <http://www.eco-label-tourism.com>



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## Dishwashers

### Environmental advantages

- Manufacturers pledge to take back the machine when it wears out, ensuring it is recycled rather than landfilled.
- Detergent dispensers are marked for efficient dosage.
- Eco-labelled dishwashers have special cycles for small as well as large loads, and have low-salt settings for households with softer water.

### Energy savings

- Depending on the size, Eco-labelled dishwashers will use 23-42% less energy than less efficient brands on the market.

## Refrigerators

### Environmental advantages

- The chemicals used to cool an Eco-labelled refrigerator do not deplete the ozone layer.
- Refrigerators and the chemicals they use should have a limited effect on global warming.
  - Where used, cardboard packaging contains at least 80% recycled material.

### Energy savings

- Eco-labelled refrigerators are highly efficient with the energy they use.

After they wash down the drain, detergents sporting the Flower break down in nature.

Eco-labelled appliances use less electricity and water and run more quietly than standard products.

## Detergents and other cleaners

### Environmental advantages

- Detergents break down into harmless substances once they enter the environment.
- Products generally come in a minimal amount of packaging and/or recycled packaging.
- Detergents come with guidelines for safe and efficient use.
- Detergents and other cleaners with the Eco-label have environmental advantages that also result in customer savings.
- Because water is "harder" or "softer" depending on where you live, Eco-labelled dishwashing detergents give instructions on how to adjust the dosage needed.

## Paper towels

### Environmental advantages

- Fibres may be either recycled or grown in sustainably managed forests.
- Products with the Eco-label are not made with chemicals that pollute the environment.
- Eco-labelled paper products do not contain bleaches or wasteful packaging.



### BETTER FOR YOUR HEALTH

- Appliances sporting the Flower run more quietly.
- Appliances are strictly limited in their content of materials that are toxic to human health.
- Eco-labelled detergents have reduced health risks related to their use, including skin and eye irritation.
- Detergents do not contain substances that are carcinogenic, mutagenic or teratogenic.
- Any perfumes added to washing-up liquid must be listed on the packaging.
- Inks and dyes of paper towels are bleed resistant when wet.



### BETTER FOR YOUR WALLET

- Eco-labelled dishwashers can substantially reduce your water bill.
- Eco-labelled dishwashers and refrigerators are guaranteed to work for at least two years, and have available spare parts for at least 12 years after production of the model ceases.
- Dosage instructions for machine detergents help the consumer to use an efficient amount of product.
- Machine detergents work well at lower temperatures to save you money on your energy bill.
- Machine detergents are guaranteed to provide the same level of hygiene at lower temperatures.

Eco-labelled products make your kitchen effective, efficient and environmentally friendly.