

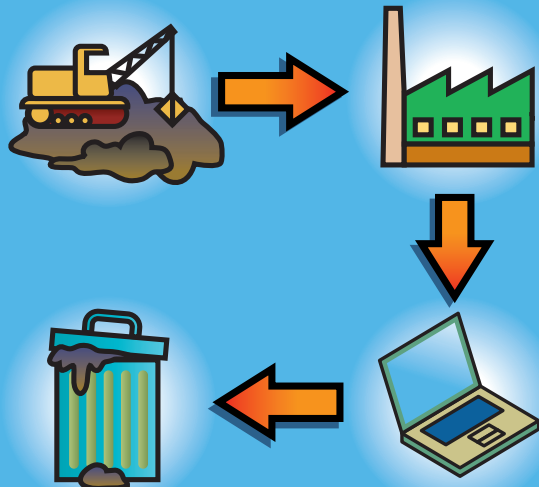
**White collar grime** When we look at the environment, even those who work with their minds have dirt on their hands.

Offices consume vast quantities of paper and electricity while producing a continuous flow of electronic waste.

When the European Eco-label guides your office's purchasing decisions, you reduce the ecological impact and reap substantial cost savings. The Eco-label means different things on different products:

- Eco-labelled light bulbs are five times as efficient as standard bulbs.
- Computers stamped with the European Eco-label are designed for convenient upgrading.
- Eco-labelled paper may be made from recycled fibres or wood from sustainably managed forests.

Office equipment and supplies treat the environment gently through their entire product **life cycle**, from the gathering of raw materials right through to disposal (see diagram). Simply said, products with the Eco-label 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

The European Commission: [ecolabel@ec.europa.eu](mailto:ecolabel@ec.europa.eu)  
 Your national Competent Body:  
[http://ec.europa.eu/environment/ecolabel/tools/competentbodies\\_en.htm](http://ec.europa.eu/environment/ecolabel/tools/competentbodies_en.htm)  
 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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The choice for **health** and **value**



## Paper

### Environmental advantages

- Sulphur and greenhouse gas pollution is reduced during manufacturing.
- Water pollution is reduced during production.
- The producer takes steps to save energy.
- Eco-labelled paper may be made from recycled fibres or those from sustainably managed forests.

### Energy savings

- Energy savings during production means cost savings for the customer.

## Light bulbs

### Environmental advantages

- A light bulb must contain very little mercury and can have only limited amounts of chemicals that harm aquatic ecosystems after disposal.

- The longer average lifespan of an Eco-labelled bulb means less environmental impact from production, use and disposal.
- A light bulb with the European Eco-label uses at least 65% recycled packaging.

### Energy savings

- An Eco-labelled light bulb has an EU efficiency rating of Class A or B, meaning it consumes up to 80% less energy than a conventional bulb.

Europeans buy 15 million computers annually, most of which become obsolete in four years.

Compact fluorescent bulbs shine as brightly as standard ones but burn one-fifth of the electricity.

## Computers

### Environmental advantages

- Manufacturers must limit their use of substances harmful to the environment and health.
- 90% of plastic and metal materials (by weight) must be recyclable.
- The lifetime of computers must be extendable through easy upgrades and guaranteed availability of replacement parts.
- The maker guarantees free take-back of obsolete computers.

### Energy savings

- Energy consumption is lower during use and in stand-by modes.
- The on-off switch is easily accessed.
- The unit must have a sleep mode that reduces power consumption when the computer isn't being used.
- When connected to the power supply but turned off, a desktop computer must consume less than 2 watts of energy. When disconnected, it consumes no power at all.



### BETTER FOR YOUR HEALTH

- Eco-labelled paper production limits the use of hazardous substances.
- Strict limits are placed on substances in bulbs that may cause cancer, impair fertility or harm unborn children.
- Computers bearing the Flower run more quietly.
- Computers and their monitors give off limited electromagnetic radiation.
- For liquid crystal display (LCD) monitors, mercury content is restricted.



### BETTER FOR YOUR WALLET

- Eco-labelled computers have a modular design that allows for exchangeability of the hard disk, the CD-ROM drive and the processor — giving the units longer useful lives.
- The European Eco-label means that compatible batteries and power supplies will be available at least three years after the computer is no longer produced.
- Eco-labelled light bulbs must have a life span of five to nine years (i.e. 10,000 hours, or 12,500 hours for double-sided bulbs).
- After 10,000 hours, the bulbs are guaranteed to retain most of their original brightness.

Paper production consumes one-fifth of the world's tree harvest.