

The Blue Angel for Laundry Detergent (DE-UZ 202)



Information for manufacturers and the retail trade

www.blauer-engel.de/uz202

- Maximum avoidance of substances harmful to health and the environment
- Promotion of the sustainable cultivation of renewable raw materials
- Reduction of packaging waste

Reliable guidance for sustainable purchasing

The Blue Angel – the environmental label from the German federal government – has set stringent standards for environmentally friendly, healthy and durable products and services in an independent and credible way since 1978. The Blue Angel is Germany's most well-known environmental label. You can thus benefit from the clear competitive advantages and added level of trust that this environmental label enjoys in the economy and amongst consumers. The label's credibility and competence, its objective criteria, its institutionalised award process and its governmental links increase your corporate and brand value.

The advantages offered by the Blue Angel

The Blue Angel allows you as a company to present your environmental management practices and product responsibility in a credible way and set yourself apart from your competitors.

Furthermore, you can use the Blue Angel for Laundry Detergent to demonstrate to customers that you

- largely avoid substances that are damaging to the environment and health in the ingredients of the laundry detergent by ensuring that > 90 % of the ingredients are readily biodegradable under aerobic conditions and biodegradable under anaerobic conditions, reduce the pollution of waste water and bodies of water by the laundry detergent and totally avoid substances harmful to human health (e.g. allergenic fragrances) or limit the use of substances harmful to human health (e.g. preservatives).
- use renewable raw materials that were cultivated under sustainable conditions or which support sustainable cultivation by e.g. using surfactants from raw materials produced from palm (kernel) oil sourced from certified plantations and thus comply with environmental and social requirements.
- reduce packaging and thus waste to a minimum and pay attention to the recyclability of the materials so that it is easier to recycle the packaging.



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Scope

The Blue Angel can be awarded to heavy-duty laundry detergents, colour-safe laundry detergents, low-duty laundry detergents and stain removers.

Clean laundry with an environmental bonus

600,000 tonnes of laundry detergent are consumed in private households in Germany every year. According to the German Environment Agency, every laundry detergent can contain substances that are not readily biodegradable, are damaging to water organisms or accumulate in the environment or organisms. These substances can find their way into bodies of water via the waste water system. The Blue Angel helps to avoid the use of these environmentally damaging substances as much as possible. The criteria for the Blue Angel ensure that laundry detergents have the least possible impact on the environment and human health during their production, use and disposal. The Blue Angel also requires that the washing performance of the laundry detergent is tested: The washing performance must be compared to the performance of a standard laundry detergent.

Criteria: What does the Blue Angel for Laundry Detergent take into consideration?

- Use of renewable raw materials
 - » A certain proportion of the surfactants must be sourced from renewable raw materials;
 - » If raw materials produced from palm oil and palm kernel oil are used, the sustainable cultivation of the oil plants on certified plantations must be verified.
- Requirements for the biodegradability of the ingredients
 - » Surfactants must be biodegradable under both aerobic conditions and anaerobic conditions.
 - » Only a limited amount of aerobically not readily biodegradable substances may be used.
- Limitation of the toxicity to aquatic organisms by restricting the critical dilution volume
- Avoidance of substances that are damaging to health and the environment e.g. via
 - » Exclusion of hazardous substances such as carcinogenic substances.
 - » Strict requirements for preservatives, colouring agents and fragrances.
 - » Strict limits on the phosphorous content.
- Strict requirements for consumer information to enable consumers to use the product efficiently and with the least possible impact on the environment.
- Guaranteeing the washing performance by testing the laundry detergent's fitness for use in washing performance tests.
- Environmentally friendly packaging e.g. by limiting the weight and requiring that the packaging is recyclable.

Compliance verifications

Compliance with all requirements must be verified in accordance with the Basic Award Criteria – e.g. in the form of test reports, approved certificates or legally binding manufacturer declarations.

Application, use of the environmental label and costs

RAL gGmbH is responsible for handling the applications and concluding the contracts (contact: Dr. Peter Buttner, E-mail: peter.buttner@ral.de, Service hotline: +49 (0)228 68895-190). Use of the environmental label is limited to the period of validity of the Basic Award Criteria. The current Basic Award Criteria are valid until 31/12/2022. RAL gGmbH – the awarding body for the environmental label – will charge a one-off handling fee of 400 Euro for the application. The annual fee is based on the annual sales of the certified product. If the sales figures are, for example, between 1 and 2.5 million Euro, the annual fee will be 1,300 Euro. Further information is available at <https://www.blauer-engel.de/en/companies/costs-blue-angel-schedule-fees>.

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Further information: www.blauer-engel.de