



The Biofore Company

**UPM**

# YOU AND THE EU ECOLABEL



The EU Ecolabel is the smart choice for your printed and converted paper product.

# The EU Ecolabel has the widest scope and geographical coverage of all existing ecolabels.

Show your full commitment to sustainability by printing and displaying the EU Ecolabel logo on your product – naturally made from UPM's EU Ecolabelled paper.

## UPM 's label for Copy and Graphic papers



EU Ecolabel : FI/011/001

## UPM 's label for Newsprint paper



EU Ecolabel : FI/037/001

## Your own EU Ecolabel



EU Ecolabel : xx/xxx/xxx

# EU ECOLABEL for sustainable products

Demonstrate your commitment to sustainability by printing and displaying the EU Ecolabel on your product.

## EU ECOLABEL FOR PRINTED PRODUCTS

The logo can be printed on your end-product – whether it be a magazine, newspaper or brochure – if the paper has been awarded the EU Ecolabel. The printing house must additionally fulfill the criteria for the printing process.



UPM OFFERS  
EU ECOLABELLED  
PAPER

## UPM paper fulfills strict criteria for:

- air and water emissions
- sustainable forestry
- chemicals and energy
- waste management

## EU ECOLABEL FOR CONVERTED PRODUCTS

The logo can be printed on converted paper products (envelopes, paper carrier bags, stationery products) if the paper and converting process fulfill the criteria for the EU Ecolabel.



THE PRINTER/CONVERTER  
APPLIES FOR THE  
EU ECOLABEL

## Criteria for the EU Ecolabel cover:

- chemicals
- water and air emissions
- waste and energy.

Additionally, the paper product must be recyclable and deinkable.

# Why is the EU Ecolabel the smartest choice?

The EU Ecolabel has the widest scope and broadest geographical coverage of all existing ecolabels. Only products demonstrating the best environmental performance are awarded the EU Ecolabel. We are proud to be the world's largest producer of EU Ecolabelled newsprint, graphic and office papers.

## COVERAGE OF DIFFERENT ECOLABELS

Name/availability	Recovered fibre use	Wood raw material	Chemicals	Energy use	Emissions	Waste management
EU ECOLABEL Global	x	x	x	x	x	x
NORDIC SWAN Regional	x	x	x	x	x	x
AUSTRIAN ECOLABEL Local	x	x	x	x	x	x
GERMAN BLUE ANGEL Regional	x	x	x			
FSC® Global	x	x				
PEFC™ Global	x	x				

## UPM's papers support your responsible choices

What steps does it require from you? Your company applies for the EU Ecolabel independently. UPM's environmental team can provide advice and support during the application process.

[www.upmpaper.com/responsibility](http://www.upmpaper.com/responsibility)

[www.ec.europa.eu/environment/ecolabel](http://www.ec.europa.eu/environment/ecolabel)



[www.upmpaper.com](http://www.upmpaper.com)



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Please collect used paper for recycling.

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