



These excellent, designer soap dispensers are certified with the Nordic Swan eco-label

# ECOPORIO

Guaranteed environmentally friendly products online

[www.ecoporio.eu](http://www.ecoporio.eu)



# ECOPORIO

## What are official ecolabels?

The EU Ecolabel, also known as „THE FLOWER“ is...

...an official environmental label for products and services established by the EU Commission in co-operation with national EU Member States. Awarded to 4,750 products and services (Feb. 2009), available for 25 product groups: Cleaning Products, Household Appliances, Paper Products, Home and Garden etc. [www.eco-label.com](http://www.eco-label.com)



The Blue Angel is...

...the official environmental label for products in Germany, established by Umweltbundesamt Berlin and RAL, with about 10,000 goods and services in 80 product groups. [www.blauer-engel.de](http://www.blauer-engel.de)



The Nordic Swan is...

...the official environmental label for products in Scandinavia established by Swedish Standards Institution, with about 971 goods and services in 66 products groups. [www.svanen.nu](http://www.svanen.nu)



The Austrian Ecolabel is...

...the official environmental label for products in Austria established by the Federal Ministry of Environment, with about 680 goods and services in 54 product groups. [www.umweltzeichen.at](http://www.umweltzeichen.at)



## Find your partners

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Europe's first Web Shop for official Ecolabel products

[www.ecoporio.eu](http://www.ecoporio.eu)





[www.ecoporio.eu](http://www.ecoporio.eu)



These excellent dressing gowns/bath robes and towels are certified with the EU eco-label

## Objective

We have been developing a web-shop for only official Ecolabel products. This shop, in English and German, will include more than 1,000 products from more than 300 European suppliers and will focus on the European hospitality sector.

## Official Ecolabel products

The web-shop offers only ISO Type I Ecolabel products including:

- EU Ecolabel for products, [www.eco-label.com](http://www.eco-label.com)
- Blue Angel, [www.blauer-engel.de](http://www.blauer-engel.de)
- Austrian Ecolabel, [www.umweltzeichen.at](http://www.umweltzeichen.at)
- Nordic Swan, [www.svanen.nu](http://www.svanen.nu)

## Environmentally friendly delivery

Environmentally friendly delivery for all products will be organised as well as regional suppliers chosen automatically. In addition CO<sub>2</sub> compensation will be offered to minimise negative environmental effects by transport.  The CO<sub>2</sub>-compensation is carried out by [ClimatePartner](http://ClimatePartner.com). [www.climatepartner.com](http://www.climatepartner.com)

## Steps of the project

1. Listing Ecolabel products from European manufacturers and securing best price (annual marketing promotions).
2. Set up an environmentally friendly delivery.
3. Contact tourist managers directly to present [www.ecolabel-products.eu](http://www.ecolabel-products.eu) and promote the web-shop in Europe.
4. Official launch of the web-shop in April 2010.
5. Extension of the internet shop across Europe 2012.

## Our product range

At present following key products are available at [www.ecoporio.eu](http://www.ecoporio.eu)

- Bathrooms
- Bedrooms
- Public areas and offices
- Laundry and cleaning
- Food and beverage
- Kitchens
- Outdoor areas
- Furniture
- Fair trade I coffee and tea
- Green energy I electricity
- Maintenance and upkeep

## Benefit from ECOPORIO

Please help to improve the environmental performance in the hospitality sector and use our offers!

- Advocate environmentally-friendly procurement!
- Utilize our web-shop for environmentally-friendly products at a glance!
- Do not waste time in finding the right product!
- Exclusively certified products! All products are examined according to strong criteria!
- Priority for regional products!
- Safe system of payment for your online purchasing!
- Please recommend ECOPORIO to your business partners and help to disseminate environmentally-friendly products in the hotel and restaurant sector.

## Advantages of Ecolabel products

- High quality goods
- Increased efficiency during use
- Low emission
- Minimised energy and water consumption in relation to lifecycle
- Reduced waste and no hazardous waste