

## APPLYING FOR THE ECO-CHOICE ECOLABEL

Our experienced certification team will be delighted to answer any queries and assist you in processing your application.

We will discuss your product range and provide the relevant eco-standards for pre-audit review.

You will have an opportunity to submit a detailed application form and information on your products composition, raw materials, manufacturing process and recycle-ability amongst other issues. Once completed, the application is returned to Eco-Choice with the prescribed fees.

An auditor will visit your manufacturing facilities at a time that is convenient for you. We will advise you if there are any areas of your environmental management and manufacturing systems where improvements are needed to meet our standards.

Once the products have passed our evaluation criteria and the manufacturing assessment is positive, we grant you the Eco-Choice Label licence.

Once the permit has been granted, Eco-Choice ensures ongoing compliance of the products by an annual review audit of the manufacturing system and through a review of the relevant certification standard and criteria.

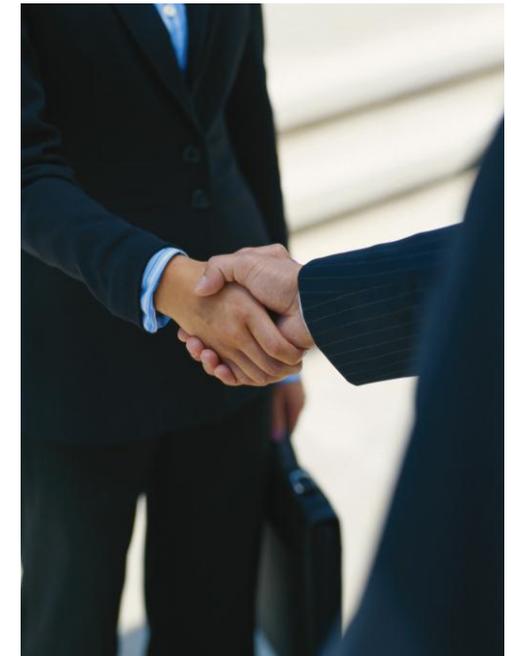
Only after the last tree has been cut down...  
Only after the last river has been poisoned...  
Only after the last fish has been caught...  
Only then will you find that money can't be eaten.  
*Cree Indian Prophecy 1800's*



### Eco-Label Categories Available

*\* subject to change*

- • Adhesives
- • Biopolymers
- • Cleaning Products
- • Dishwashing Detergents
- • Furniture and Fittings
- • Paints and Wall Coverings
- • Office Paper Products
- • Personal Care Products
- • Laundry Detergents
- • Printed Materials
- • Publishing Papers
- • Recycled or Reclaimed Timber
- • Recycled Paper Products
- • Recycled Plastic Products
- • Recycled Rubber Products
- • Shampoos and Soaps
- • Internationally Certified Products
- • Environmentally Innovative Products



## - ECOLABELLING -

# Creating Sustainable Business Opportunities



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# About the Eco-Choice Ecolabel

The Eco-Choice Ecolabelling programme is an environmental labelling initiative for manufactured products by the Heritage Environmental Management Company, Southern Africa's leading environmental certification company.

Eco-Choice has been developed to meet international ecolabelling standards through the Global Ecolabelling Network and it represents the only initiative of its kind in Africa.

Ecolabelling is a valuable endorsement of the environmental status and impacts of manufactured products and services. Growing international consumer demand for products bearing independently endorsed ecolabels - and an appreciation for the impacts that the products we use and discard have on the Earth makes this a valuable marketing tool for any manufacturing enterprise.

Manufacturers and distributors of goods and products are awarded the Eco-Choice third-party label to certify that a particular product or range of products complies with internationally recognised standards of environmental responsibility.

Eco-Choice provides you with an independent evaluation of your manufacturing standard and ensures that the materials, components and manufacturing processes used in your products have a limited and managed impact on our fragile environment.



## WHY ECOLABEL?

The Eco-Choice Programme is a powerful marketing tool which reinforces your product's environmentally friendly status. It strengthens your point-of-sale impact and gives your product greater credibility in an increasingly eco-aware marketplace.

Because the Eco-Choice Programme provides an independent third-party certification, it recognises that products bearing the Eco-Choice label conform to specific South African or International environmentally responsible standards.

An ongoing environmental management strategy by manufacturers is an essential part of the Eco-Choice Programme and a clear endorsement that your company is dedicated to environmentally responsible manufacturing standards.

There are many reasons why manufacturers and distributors marketing their products into the South African marketplace should be awarded the Eco-Choice label:

- You get real point-of-sale differentiation, resulting in more sales and greater revenue from an increasingly selective market.
- Independent certification provides assurance to the public that your products have been manufactured in an environmentally responsible way and that they will reduce the environmental impacts that their use may have throughout their life cycle.
- You are proud of your product. Having it independently tested and certified proves that you care about the impacts your products have and that you have achieved your environmentally responsible manufacturing objectives.

## WHAT PRODUCTS CAN BE ECOLABELLED?

The Eco-Choice Programme offers recognition for a wide range of manufactured consumer products ranging from paper and paper products, to lighting, electrical goods, clothing and apparel and other consumables.

Our range of standards are constantly under review and we have access to the latest international standards as they are developed, thereby ensuring that your product can meet the Eco-Choice standard.

## HOW TO OBTAIN THE ECO-CHOICE LABEL

Contact our Eco-Choice Certification office. They will give you advice and assistance on the standards and procedures that you will need to follow. This includes identifying the correct ecolabel category and relevant standard which will set out the characteristics and the performance criteria of your products.

Next we review your manufacturing processes. An SABS ISO9000, ISO14001 system or similar international standard has advantages, but is not a prerequisite. Where a company is not certified to ISO 9000 or 14001, Eco-Choice will identify a manufacturing process or strategy that best suits your needs and which will ensure environmental compliance of the product itself.

One of the real benefits of the programme is that your production line will deliver environmentally responsible products first time, every time.

## THE COST OF ECO-CHOICE LABELLING

The cost of the Eco-Choice Label is highly competitive when compared with similar international initiatives. The fees consist of an **Application Fee**, an **Activation Fee** and an annual **Licence Fee**.

The **Application Fee** is a fixed fee payable for each product (or product line bearing the same characteristics) and is payable on application to Eco-Choice. This is a non-refundable fee.

The **Activation Fee** is a refundable fee that activates your ecolabel licence and ranges according to whether you are licencing a new product or a range of existing products.

The **Licence Fee** is a fee based on the audited turnover of a specific ecolabelled product and varies from between 1,25% to 2,5% depending on the nature and type of product being labelled.

For more information on the applicable fees, contact our Certification Office.

