



GREEN JOBS
for a greener future
#EUGreenWeek



Environmentally conscious bio-lubricants

Company name: FUCHS SCHMIERSTOFFE GMBH

Product category: Lubricants

Country of origin: Germany

License holder since: 2009

Available in: Germany, France, Italy, Spain, Sweden, Finland, UK, Poland, Belgium, Netherlands

Website: www.fuchs.com/de

What convinced them to apply for the EU Ecolabel?

"The EU Ecolabel offers more international character than the German Blue Angel, which FUCHS had preferred before."

How has being certified with the EU Ecolabel given them an edge over competitors?

"Since we have worked before with the German Blue Angel for the same product groups and with (nearly) the same competitors, the EU Ecolabel itself had no relevant additional impact."

FUCHS has followed two paths: the introduction of eco-labelled products as well as the development of products with self-commitment, according to EN 16807."

Has the EU Ecolabel increased their revenue and allowed them to enter new markets?

"A relevant push was recognized after using the EU Ecolabel for the US Vessel General Permit regulation. Thus, thinking of similar regulations in Europe, as it was suggested in recommendation #11 of the Lead Market Initiative: 'Study the possibility of mandating the use of bio-lubricants and hydraulic fluids in environmentally sensitive areas. This could be implemented e.g. via soil protection and water protection legislation.'"

How do they evaluate consumers' and general demand for sustainable products?

"In general, sustainability is of growing interest for customers. However, the value for customers primarily is based on price and performance. Since well-performing bio-lubricants have higher costs, 'bio' or 'eco' properties are so far not regarded as a preferred value for most customers. The customers of bio-lubricants pay for "properties" like biodegradability, low toxicity and 'non water hazardous' characteristics (Germany), but normally not for the source of chemistry. Additional characteristics like energy efficiency, lifetime or end-of-life properties might be of interest, but these sustainability aspects are not standardized for most applications.."

How are they contributing to the circular economy?

"FUCHS has promoted the use of biodegradable and renewable raw materials very early and is engaged since years in relevant European circles: Member of the "Lead Market Initiative", Observer in the European Commission Expert Group "Biobased Products", member and convenor of CEN TC19/WG33 "Bio-Lubricants" (responsible for European Standard EN 16807 "Bio-Lubricants")."



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FUCHS offers the most comprehensive product portfolio of bio-lubricants (accord. to EN 16807) in the market, including metalworking fluids and engine oils. Especially some multifunctional metalworking fluids show relevant aspects of circular economy (cradle-to-cradle)."

What future plans do they have for the company's sustainability mission?

"FUCHS will continue the development of "sustainable products" according to latest knowledge and availability of relevant standards. Hence, also the development of further official standards (CEN, ISO) will still be on our radar. The sustainability process is regularly implemented in the company."

What advice would they give to other companies considering applying for the EU Ecolabel?

It is relatively easy to apply for the EU Ecolabel, compared to a decade ago. Thus, don't worry about the procedure towards getting the EU Ecolabel! It is easier than expected."



Should you wish to use the above photos, quote a company representative or have any other questions please contact:

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