



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



## **Ecological cleaning products with a smart dosage system**

**Company name:** Spectro B.V.

**Product category:** Rinse-off Cosmetic Products, All-Purpose Cleaners and Sanitary Cleaners, Industrial and Institutional Automatic Dishwasher Detergents, Hand Dishwashing Detergents, Industrial and Institutional Laundry Detergents

**Country of origin:** Netherlands

**License holder since:** 2009

**Available in:** Austria, Belgium, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Poland, The Netherlands and United Kingdom.

**Website:** [www.spectro.nl](http://www.spectro.nl)

### **What convinced them to apply for the EU Ecolabel?**

"As a family company we want to contribute to a better and more sustainable environment. We see a lot of spillage and misuse in our market. We also see a growing shortage of raw materials. From the founding of Spectro, over 30 years ago, we started to make products that are better to the environment. However it was just only 10 years ago that customer demand for more sustainable products really started to grow.

Around this time we launched our newest sustainable products: more concentrated and combined with dosage equipment to also prevent spilling and to save costs. We started with EU Ecolabel to confirm the ecological nature of our products."

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

"We do not see EU Ecolabel as a way to distinguish ourselves from our competitors. Rather, we see the EU Ecolabel as a confirmation that our products are truly more ecological. Our total vision regarding sustainability is what really stands out between our competitors and what makes us unique."

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

"The revenue of our sustainable products is increasing every year. This is mainly because of our unique strategy, however having the EU Ecolabel helps us, for example, with tenders from governments and large organisations."

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

"We focus on products for professional use. Our products go to contract cleaners, healthcare, restaurants, hotel, food industry etc. Important indicators for us are exhibitions, specialist media and our sales team. However, also through the Internet where professionals are increasingly searching for sustainable products."

### **How are they contributing to the circular economy?**

"We believe that sustainable cleaning is about the product and the use of it. Therefore we produce more and more highly concentrated, ecological cleaning agents and we combine them with smart dosage systems. This way we help our customers to clean more efficiently, hygienically, safely and environmental friendly. That is our mission: decrease the total environmental impact of our products as well as decrease the cost of cleaning."



## **GREEN JOBS** for a greener future #EUGreenWeek



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

"The next step is to make cleaning even more intelligent. Our easy to use dosage equipment generates data. This enables us to steer on efficiency, ecological performance and improving of service level. We are full of ideas. Therefor the upcoming years we will introduce more innovative new products and concepts."

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

"Always start with setting up your vision around sustainability, than look for the certification that suits best with this vision. Try not to be pushed by your customers but keep the initiative on your side."



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

Laurens Metternich / [l.metternich@spectro.nl](mailto:l.metternich@spectro.nl) or [sales@spectro.nl](mailto:sales@spectro.nl)