



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



## **Detergents caring for nature and future generations**

**Company name:** STOCKMEIER Chemie GmbH & Co. KG

**Product category:** Detergents

**Country of origin:** Germany

**License holder since:** 2011

**Available in:** Germany, Denmark, Netherlands, Belgium, France, Austria, Poland, Slovenia, Czech Republic, Greece, Lithuania

**Website:** [www.stockmeier.de](http://www.stockmeier.de)

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

"Nowadays, it is very important to consider anything which gets in touch with our nature. We - as STOCKMEIER Chemie - see our core task in finding the right products for our customers, one that is both ecologically responsible and economically attractive. Especially in the chemistry sector there are many dangerous and poisonous raw chemicals which are used to produce cleaning agents. We are of the view that we have a responsibility towards our precious nature and to future generations, and have therefore prioritised ecological raw materials from sustainable resources."

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

"As one of the first producers in Europe who offers a whole product series for the cleaning sector which is certified with the EU Ecolabel we received many inquiries, especially from public authorities. Since today many customers contacting us daily for our ECO-TOP products (first EU Ecolabel certified product line)."

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

"Since many of our products are certified with the EU Ecolabel, we expanded our international business in Europe a lot. The EU Ecolabel certification helped us, to reach many different markets."

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

"During the last years, the "green-thinking" of our customers has changed a lot. Ecological products are focussed on more day by day, even in bigger production companies as well as in the HoReCa (Hotel, Restaurant, and Catering) sector."

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

"We give renewable packing materials the main focus and having many products in a 100% recycle packaging. Furthermore we are working with a deposit and rent system for our bigger packaging sizes. Also focussing sustainable and renewable raw materials is very important for us."



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

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