

# EU Ecolabel Ambassador: Kavat

**Company name:** Kavat

**Product category:** Footwear

**Country of origin:** Sweden

**License holder since:** 2008

**Website:** <https://kavat.com/>

*Available throughout the EU and worldwide*



The Swedish company Kavat is one of the first footwear companies to have acquired the EU Ecolabel in 2008. Kavat produces durable and high-quality shoes made of sustainable materials, with more environmentally friendly manufacturing processes. By obtaining the EU Ecolabel for around 50 of its models, Kavat has become one of the most eco-friendly footwear manufacturers in Europe.

Traceability is fundamental for Kavat, who is strongly committed to “telling the truth” to its customers. This transparency has pushed the company to improve its controls on every step of the value chain, which produces around 400.000 pairs of shoes every year. In an industry where supply chain complexity makes it difficult for companies to be fully transparent, the EU Ecolabel has helped Kavat differentiate itself from competition by giving credibility to its brand image and increasing customer loyalty. In fact, the company has experienced significant growth since 2008 thanks in part to an increase in consumer consciousness of health and environmental concerns.



Kavat is widely recognised for its “Eco Performance leather” innovation: a waterproof, chrome-free leather with great breathability. Today, most leather products are treated with chrome, heavy metals and coloring dyes, which bleed into rivers and ecosystems, degrading them along the way. Kavat, similarly to the EU Ecolabel footwear criteria, wants to limit chemical use during the manufacturing process by banning most chrome and dye substances. Circular economy is also at the heart of Kavat’s philosophy, and the company follows the EU Ecolabel recommendation of offering a “Repair Service” for worn-out shoes. This service is popular with customers who see it as an efficient eco-friendly alternative to throwing-out their shoes.

*“ Since the EU Ecolabel in 2008, we have created new jobs both in marketing and in production, due to increased demand for our products. The EU Ecolabel has been an important key factor to this success. ”*

**Magnus Ericson - CEO**

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# KAVAT®



Finally, Kavat turns to the EU Ecolabel criteria for guidance on eco-friendly best practices when developing any of its product lines. This engagement, combined with strong partnerships, has helped Kavat in its continuous development of new sustainable products. In fact, two new models of rainboots and leather boots made from renewable materials are in Kavat's pipeline, with the objective of becoming awarded with the EU Ecolabel in 2019. Overall, the EU Ecolabel has cemented Kavat's image as a trustworthy promoter of eco-innovation, quality and the circular economy in the footwear industry.



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*We wanted an international recognition since we promote our shoes on many markets. The EU Ecolabel is a third-party confirmation of our integrity and trust.*”

**Magnus Ericson - CEO**

