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Detergents pioneer EU Ecolabel certification in Latvia

Company name: JSC Spodriņa

Product category: Cleaning and washing detergents

Country of origin: Latvia

License holder since: 2013

Available in: Latvia, Estonia, Lithuania, Iceland, Finland, Czech Republic

Website: www.seal.lv

What convinced them to apply for the EU Ecolabel?

"To ensure that our products achieve recognition throughout the European Union, since 2012 JSC Spodriņa has chosen to develop its products in accordance with the ecological criteria of the European Union's official ecolabel, the EU Ecolabel. This label confirms the compliance of products to exceptional environmental standards and is the only official means of guaranteeing that the consumer will receive accurate, non-misleading, scientifically verified information about the environmental impact of products.

By operating according to these ecolabel criteria, JSC Spodriņa is committed to corporate social responsibility, caring for the environmental impact of its products – at all stages of the product lifecycle, as opposed to select manufacturing aspects – to promote sustainable business.."

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

"No doubt, the EU Ecolabel is an excellent tool for marketing – a feature that promotes the producer, its products and their valuable characteristics. Speaking from experience of the company, it makes negotiations with current and future business partners more successful throughout the European Union. Latvia is at the early stages in this field, however, for local consumers the EU Ecolabel is becoming more important.

JSC Spodriņa uses information about the EU Ecolabel in all sorts of marketing materials, presentations, at workshops and on our website. The company helps consumers find out about the EU Ecolabel and understand what it means.

JSC Spodriņa is the first and only producer in Latvia who has received the official EU Ecolabel. This achievement has drawn attention from a number of institutions and mass media."

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

"In the past few years, the development of eco-friendly products is growing rapidly in Latvia. However, despite the increase of interest and competition, environmentally friendly household chemicals have not reached their market potential. In 2015, sales of our eco-friendly products increased by 42% compared to 2014. Thanks to demand for our products, JSC Spodriņa spent the past few years expanding the range of these products with a number of new goods, and a lot of them have already received the EU Ecolabel certificate.

The EU Ecolabel has given our company the opportunity to get those products placed more advantageously on the shelves of major supermarkets, maximising coverage within the region. So far, coverage has reached 75%, making products more available to the consumer."



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

"As global trends and public opinions change, demand for sustainable products increases. The long-term and short-term interests of JSC Spodriņa are to maintain sustainable business and provide customers with sustainable products. To increase the sustainability characteristics of its products, the company takes a careful look at the entire product lifecycle, from manufacturing to recycling. Results of regular analysis have been used in order to improve processes. Our number one goal is to reduce the negative impact of our products and processes, maintaining cost-effective production."

The company devotes ever more attention to high-quality, environmentally friendly products and their impact on environment at every stage of their lifecycle. This motivates consumers to shop more considerately – many of them are willing to pay more for a sustainable option. However, a substantial part of the population chooses the cheapest products paying no attention to manufacturing processes or product quality. This is a challenge for businesses – changing people's perceptions and reducing costs, so that a product is available to the less wealthy segments of the population."

How are they contributing to the circular economy?

"Our company is looking into the circular economy. The first likely steps are cooperation with a "zero-waste", packaging-free concept store opening in Riga, where our company intends to offer products from our eco line in multiple-use, large-format packaging that can be sterilised and refilled."

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

"Aware of the substantial role of eco-friendly products in the long term, JSC Spodriņa plans to work continually to develop environmentally friendly product groups and to realize certification procedures based on the latest binding criteria. At the same time, as official ECO-certified goods are added to the company's overall product portfolio, the formulations of company's other products increasingly feature new ecologically-preferable raw materials, which makes them incrementally less harmful to the environment as well. Uniform procurement of raw materials allows the company to purchase high-quality raw materials from Europe at wholesale prices, manufacturing high-quality goods at a competitive market price."

We should note that the company has been certified in accordance with the ISO 14001:2015 international environmental standard, mandating an orderly internal labour environment and coordinated procedural actions concerned with the environment.."

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

"Speaking from experience of the company, we can assure other businesses that consider applying for the EU Ecolabel that there is a long-term advantage to receiving Eco-certification. It strengthens a company's competence and allows it to address consumers with an environmentally friendly message. Applicants should also keep in mind that Eco-certification of a product does require considerable intellectual and material resources."



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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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