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Diversey, a Solenis company provides cleaning, hygiene and infection prevention solutions for the hospitality, food service, healthcare, beverage, and processed food and dairy markets



Some 25 years ago, Diversey already had EU eco-certified products !

Criteria	Registrations
Cosmetic Products	10+
Dishwasher Detergents	10+
Hand dishwashing detergents + Laundry detergents	10+
Hard Surface Cleaning Products	100+
Industrial and Institutional Dishwasher Detergents	50+
Industrial and Institutional Laundry Detergents	30+
Nordic Swan Ecolabel registrations across all range of cleaning products	150+
Total	400+



Pur-Eco range



SURE range

Diversey business to government (B2G) and business to business (B2B) opportunities with the EU Ecolabel



Business to Government (B2G)

Business to Business (B2B)



Example 1 (Sweden): Over 80% of government tenders require detergent products with a recognized Ecolabel



Example 3: Hotels, restaurants and cleaning service certify their services with various Ecolabels driving demand for ecolabel-certified cleaning products.

Sustainability criteria for Chemical products | The National Agency for Public Procurement



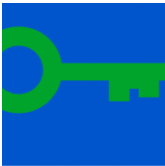
Proposed follow-up

Labelling

If the requirement is verified with a label, check that there is a valid license for the product in question. This can be controlled here: [Nordic Swan Ecolabel](#), [Good Environmental Choice](#) and [EU Ecolabel](#).



EARTHCHECK



Green Key



Example 2 (France): Most public hospitals require recognized Ecolabels — e.g. Lyon hospitals tender



- Produits de qualité écologique

Un produit de nettoyage de qualité écologique permet une limitation des impacts sur l'environnement tout au long de son cycle de vie (de la fabrication, à la fin de vie du produit en passant par son utilisation) par rapport à des produits standards similaires, et doit avoir des performances comparables.

Les produits 2.1.1 et 2.1.2 devront être écolabellisés (Ecolabel Européen, Nordic Swan ou équivalent).

Pour les lignes où cela n'est pas exigé, les candidats pourront proposer des produits de qualité écologique.

Depending on the scheme, between 75% and 100% of chemical cleaning products are required to have an Ecolabel certification



Reasons for **Diversey** to Invest in the EU Ecolabel – Through History and for the Future

Benchmark to develop sustainable products

Ecolabel in the DNA — built in before launch



Launched in 2024
with EU Ecolabel
certification



Launched in 2025
with Nordic Swan
ecolabel certification

Positive EU Ecolabel Business Results

EU Ecolabel-certified products at Diversey: the Pur-Eco range grew by 10% across all application areas, while the SURE range grew by 30% in last few years

