



# The Nordic Swan Ecolabel goes international

**The Nordic Swan Ecolabel is gaining traction in the Baltic market. The trusted label has helped many Estonian companies establish themselves internationally.**

The Nordic Swan Ecolabel is the best-known ecolabel in the Nordic countries and one of the most valued brands in Finland. The label guides the choices of many Nordic consumers and professional purchasers – but what about elsewhere in the world?

The criteria for the Nordic Swan Ecolabel are developed through Nordic cooperation, but companies operating outside the Nordic countries can apply for the label too. The criteria are the same regardless of where the product is manufactured.

Ecolabelling Finland has recently investigated the position of the label outside the Nordics, for example by interviewing licence holders from Estonia. Based on their experiences, there is strong B2B-demand for ecolabelled products both from the Nordic countries and from Central Europe. The label can also help convince increasingly environmentally conscious consumers in the Baltics.

## **Demand for ecolabels across Europe**

Among the Nordic Swan Ecolabel's licence holders operating in Estonia are, for example, printing houses and manufacturers of cleaning agents, candles, furniture and wood products. Recently the label was also awarded to the first Estonian cleaning service.

Many companies find that the Nordic Swan Ecolabel has opened doors for them in getting into the Nordic market. For some, the decision to apply for the label was influenced specifically by demand from Nordic customers. With existing demand, it doesn't take long for sales to follow.

Companies that themselves hold the Nordic Swan Ecolabel, such as many hotels, are particularly keen to choose ecolabelled options.

“Companies and organisations can steer market development through their own purchasing decisions. It’s great to see how many are using this influence and, on the other hand, how product manufacturers have responded to the challenge in the Baltics as well”, says Riikka Holopainen, Managing Director of Ecolabelling Finland.

The Nordic Swan Ecolabel’s licence holders find the label useful in export markets also according to Ecolabelling Finland’s recent customer experience survey. In addition to manufacturers of export products, the Nordic hotel chain Scandic, for example, has expanded its ecolabelled operations to the German and Polish markets.

### **Estonian companies growing with the Nordic Swan Ecolabel**

- Chemi-Pharm
- Estko
- Mayeri
- Hansa Candle
- Thermory
- Wendre
- Puhastusproff
- Aktaprint
- K-Print
- Printall
- Print Best
- Victor Stationery

### **Would you like to hear more? Reach out and let’s talk!**

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