



European Commission DG ENV

European Eco-label Helpdesk

Report on PLMA fair

June 2006

Bio Intelligence Service - Scaling sustainable development
Industrial ecology - Nutritional health

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Content

1. Introduction	3
1.1. Presentation of the promotion activity undertaken	3
1.2. Preparation of 2006 edition.....	4
1.3. The EU Eco-label stand	5
2. Producers met, results obtained and follow-up to be implemented	8
2.1. Main results.....	8
3. Conclusion.....	12
Appendix 1: Email sent to PLMA exhibitors before the show	13
Appendix 2: Press release about the Flower for PLMA press centre	15
Appendix 3: Contact details of companies met	18

1. INTRODUCTION

1.1. PRESENTATION OF THE PROMOTION ACTIVITY UNDERTAKEN

In the framework of its marketing activities as the European Eco-Label Helpdesk, BIO Intelligence Service focuses its 2006 promotion activities on 4 categories of product groups (cleaning products, textiles, DIY and tourism).

This report presents the results of a marketing activity for cleaning products, targeting SMEs and retailers: the participation to the PLMA (Private Label Manufacturers Association) show in Amsterdam on 30th and 31st May 2006.

The PLMA's 2006 "World of Private Label" International Trade Show¹ presented more than 3000 exhibit stands representing manufacturers from more than 60 countries. Approximately half of them were non-food products. Exhibitors were essentially SMEs, while the 7000 visitors were mainly retailers and traders.

It is the third year that the Helpdesk is present to PLMA fair: in 2004 we went there as visitors and in 2005 we had a stand. Considering the participation to his fair generated good results in terms of number of producers and retailers met, the participation in 2006 was included in the 2006 Marketing Action Plan.

One example of good result is the decision of Pollet, a Belgian manufacturer of detergents, to apply for the Flower in 2006. We met this producer in 2004 at PLMA fair, and at the time he showed a high interest in the Flower and had asked us to transmit an invitation to the Commission to do a presentation about the Flower at an AISE² meeting. This had not been possible for availability reasons. Now the decision of Pollet to apply for the Flower is certainly linked to the current demand from French retailers for EU eco-labelled detergents, but we believe the visibility of the Flower at PLMA fairs played a role in showing them that the Commission is active in the promotion of the Flower, that there are people available to provide information about the criteria, the application process, etc., and finally showing them that the Flower is a settled actor in the market of detergents.

Considering this, the Helpdesk had four objectives for this marketing activity:

- Increase the awareness of the Flower amongst retailers and producers,
- Make direct contact with potential holders in the cleaning sector,
- Meet holders and have their feedback regarding their EU Eco-label award,
- Make contact with retailers.

¹ <http://www.plmainternational.com/>

² AISE : International Association for Soaps, Detergents and Maintenance products - <http://www.aise-net.org/>

1.2. PREPARATION OF 2006 EDITION

■ Samples of flower-labelled products

Our experience is that it is very important to have samples of EU eco-labelled products on the stand, for the following reasons:

- Holders are generally happy to see that the Flower is present to professional fairs, and willing to advertise their products. It is a way to increase their loyalty to the Flower.
- It shows concrete examples of how an EU Eco-labelled product can look, which is interesting for both producers and retailers. Otherwise the concept of the Flower may remain a little bit abstract.

To gather the samples, we asked all EU eco-label holders for the detergents and tissue paper product groups to send us samples of their products about 1 month before the show. We received:

- From Dalli Benelux (NL): Klok liquid laundry detergent + Klok detergent for dishwashers + Klok hand dishwashing detergents
- From Cartiera Lucchese (IT): EcoLucart handkerchiefs + EcoLucart tissue paper in various packaging + EcoLucart toilet paper + Ecolucart paper napkin
- From Laboratorios Eurochem (ES): Biochem all-purpose cleaners in bottle and sprays
- From Novaprot (DE): all-purpose cleaners in various packaging

We were very happy with these samples, first because they come from EU eco-label holders from various European countries, which can show retailers that they can find suppliers easily in many MSs. And also because we had a very wide range of products, so this shows retailers that they can have a lot of different Flower-labelled products on the shelves, and thus a potentially high visibility towards consumers of their own green brand.

■ “Calling attention” email

In order to draw attention on the EU Eco-label stand and to maximise the number of producers to be met during the show, an email was sent two weeks before the show to every producer of cleaners, tissue paper, soaps and shampoos and textiles present during 2005 PLMA fair (i.e. the producers met and the ones not met but present on PLMA 2005 catalogue).

The mailing-list was contained approximately 200 addresses.

The email sent is presented in Appendix 1.

■ Press release

We prepared a press release about the Flower for the PLMA press centre. This press release was pretty much based on the press release for the green store, since this latest targeted retailers, and contained ‘fresh’ news about the Flower.

This press release can be found in Appendix 2.

1.3. THE EU ECO-LABEL STAND

The EU Eco-label stand was located in the non-food unit of the Holland complex of the RAI Exhibition Centre in Amsterdam. It was 9 square-meter large, and included a table, 3 chairs, and 2 showcases.

The location of the stand was better than in 2005: it was in the same hall, which is not the more crowded, however it was on the way to the restaurant, so many people passed in front of the stand between 11:00 and 14:00, while going to and coming from the restaurant. We could here again confirm the fact that the promotion material of the Flower Week 2004 (posters “The Flower makes it easy to choose green”, with 3 white products and 1 green) is very good, because it catches the eye of people passing by, who generally stop a few seconds, curious to understand what this poster is about.

The Helpdesk brought the following marketing material to the stand:

- 3 posters from the Toolbox printed last year,
- General Marketing Brochures in English and French,
- Product Group Fact Sheets in English and French: textiles, all-purpose cleaners, detergents for dishwashers, hand dishwashing detergents, laundry detergents and tissue paper,
- Samples of eco-labelled products,
- Marketing material provided by the Commission: plastic rules, necklaces, post-its, pens.

The following persons were present at the stand during the show:

- 30 May: Ms Maaïke Fleur (Dutch Competent Body) and Ms Cécile des Abbayes (Helpdesk)
- 31 May: Mr Willem De Neve (Dutch Competent Body) and Ms Cécile des Abbayes (Helpdesk)

It is important that there are at least 2 persons present at the show at the same time: one at the stand to welcome people coming spontaneously, and one going from stand to stand to meet producers.

Some photos of the Eco-label stand and of holders' stands are presented below:



the Flower stand



Samples of EU eco-labelled products available on the stand



W. de Neve from Stichting Milieukeur discussing about the Flower



C. des Abbayes from the Helpdesk discussing about the Flower



The Flower corner on Dalli Benelux stand



The Flower corner on Danlind stand

2. PRODUCERS MET, RESULTS OBTAINED AND FOLLOW-UP TO BE IMPLEMENTED

2.1. MAIN RESULTS

■ Companies met

87 people (from 79 manufacturing or retail companies) were met and gave us their contact details (see contact details in Appendix 3). This is a lower number than in 2005, mainly because there were a little fewer manufacturers of cleaning products exhibiting, and fewer retailers visiting. There were also a good dozen people who came to have information about the Flower stand but who did not provide their contact details.

Amongst the companies met, 11 were holders, and 32 were interested either as a manufacturer or as a retailer. The persons met were from the following countries:

EU Country	Persons met
Belgium	6
Iceland	1
Czech Republic	2
Denmark	1
Slovenia	2
France	11
Germany	8
Greece	4
Hungary	1
Italy	10
Estonia	1
Netherlands	7
Poland	2
Lithuania	1
Sweden	1
Spain	9
UK	8
TOTAL	75

Non-EU Country	Persons met
Croatia	2
Israel	2
Switzerland	5
Turkey	3
TOTAL	12

■ Contact with holders

11 holders were met. The table below details them, and summarises the conversation we had with them.

Company	Contact Person	Country	Product Group	Comment
Chimiotecnic	Bertrand Challe	FR	Detergents	We met this holder last year. He did not have a stand this year, but came to do some benchmarking, and came to say hello to the Eco-label stand. He is very happy with the Flower, and convinced this is a very good concept. He would like to receive the News Alert.
DALLI BENELUX	Esther Theelen	NL	Detergents	This holder came several times to the stand to discuss with Maaiké Fleur, from the Dutch CB.
DANLIND	Hanne Steenholt	DK	Detergents	This holder provided us with products for the EU Eco-label stand at the beginning of the fair. Currently interested in promoting their products on the Dutch market.
INDUSTRIE CARTARIE TRONCHETTI	Sergio Badalcci	IT	Tissue Paper	This holder had no EU Eco-labelled products exposed on its stand. As people on the stand were all busy every time we went there, we were not able to discuss with them about it.
KARTOGROUP	Gianni Luini	IT	Detergents	This Italian holder sells its tissue paper to French retailers Casino, Intermarché, Monoprix... Though they had not their big advertising panel with the Flower like last year -they forgot it- they claim the Flower is very important for them as a marketing added value.
METSATISSUE	Ulf Dieter Kriebel	DE	Tissue Paper	This holder did not expose EU Eco-labelled products on his stand because he says there is no demand for them at PLMA fair.
NOVAPROT GmbH	Dr. Christian Moser	DE	Detergents	This holder deplored the fact that there is no interest in Germany for the Flower. His name has been added to the News Alert mailing-list.
PALOMA - HORGEN	Daniel Kalin	CH	Tissue Paper	This retailer came several times to the stand to discuss with Maaiké Fleur (the fair took place soon after their award ceremony). He is very happy with its Flower license.
PIZZOLOTTO	Dr. Mario Cignacco	IT	Detergents	Will keep the Flower but not happy. Does not sell products. Only Esselunga and Coop Italia as Italian retailers -> need more retailers. Feels that consumer awareness of the Flower is too low. We informed him of the upcoming Flower Week and told him we will send dates and details. His name has been added to the News Alert mailing-list.
WEPA PAPIERFABRIEK	Jörg Precht	DE	Tissue Paper	This holder had no EU Eco-labelled products exposed on its stand. As people on the stand were all busy every time we went there, we were not able to discuss with them about it.
WERRA PAPIER		DE	Paper	Holder for Omega products. He says the Flower is not an added value, and does not bring a differentiating element for the German retail market. However they keep their license because public purchasers ask for it.

Generally speaking there are 2 kinds of situations for holders:

- Holders producing for a country where the market of EU Eco-labelled products is well developed (demand from retailers): Chimiotecnica, Kartogroup, Dalli Benelux, Paloma-Horgen and Danlind. They are happy with their Flower license because it gives them an added value.

- Holders producing for countries where the demand from consumers and retailers is low: Industrie Cartarie Tronchetti, Metsa Tissue, Novaprot, Pizzolotto and Werra Papier. These holders seem a little bit disappointed with their license. They keep it either because of a demand from public purchasers (Werra Papier) or for strategic reasons.

The visibility of the Flower amongst holders' stand was lower than last year, mainly because the 2 holders who had made particular efforts in this area last year had not done any this year: Kartogroup because they forgot their big Flower panel, and Chimiotecnica because they did not have a stand for budget reasons, and also because the number of retailers visiting PLMA fair is decreasing, many of them according to Mr Challe getting information about manufacturers through the Internet. However he feels that it is very important for the Flower to have a stand at PLMA fair, to be visible for producers and retailers.

German and Italian holders pitied the lack of consumer awareness of the Flower in their country (except Kartogroup, but they produce for the French market). They are waiting to see an increased demand from retailers and marketing efforts from the Competent Body. We will inform Italian holders of the coming Flower Week.

■ Interested retailers

We met 6 retailers, and one subsidiary of the Swiss retailer Migros. A table summarising these contacts is presented next page.

- UK

Buyers from retailers Tesco and Marks & Spencer came to the EU Eco-label stand to have more information about the Flower. They were interested in selling flower-labelled products. This is surprising, because UK retailers have never shown a high interest in the Flower. As it is very important to do a follow-up on these contacts, the Helpdesk sent an email to the UK CB (Charles Cox and Bob Ryder, Charles Cox being on vacations until July, 10th) soon after the show, so that they can call them. We also informed English detergent producers present at the fair that Tesco and Marks and Spencer had come to the stand and asked us precisely if there were English manufacturers of Flower-labelled products, which was of course interesting information for them. MPM Consumer Products said they will examine the criteria in detail to see if they can comply with.

- Belgium

A buyer from Colruyt came for her colleague interested in EU Eco-labelled detergents. Tom Cardinaels, from Delhaize, who was present at the MMG meeting for retailers, came to the stand to see if there were new EU Eco-labelled products. These 2 retailers already have an offer of flower-labelled products on their shelves.

Company	Contact Person	Country	Retailer/ Producer	Product Group	Comment
Adföng	Einar Thorisson	ICE	Retailer		Iceland supermarket. They know the Swan, and want to receive the News Alert, to have information on the Flower.
Colruyt	Carmen Critescu	BE	Retailer		She came for her colleague who is interested in buying eco-labelled detergents.
DELHAIZE	Tom Cardinaels	BE	Retailer		This retailer came to the stand to see the samples of EU Eco-labelled products, to see if there were interesting new products amongst them. He said he was present to the Retailers MMG meeting in April.
MARKS & SPENCER	Anne Hilton	UK	Retailer		Interested in purchasing laundry detergents and tissue paper. Her contact details have been sent to the UK CB, she is expecting his call.
Mifa	Guy Coffin	CH	Producer/ Retailer	Detergents	This detergent manufacturer is a subsidiary of Migros, one of the 2 retail leaders in Switzerland. He came to the stand to have more information about the Flower, but it is difficult to say whether he was interested or not. A particular attention will be paid to the follow-up with this producer, since it would be a great success to convince Migros to retail EU Eco-labelled products. However as far as we know for the moment the Flower criteria may not be strict enough for the Swiss market. We have added him to the News Alert mailing-list and will call him to follow-up.
TESCO	Matthew Todd	UK	Retailer		They wish to procure products with the Eco-label.
TESCO	Clare Norman	UK	Retailer		idem

3. CONCLUSION

- This participation to 2006 PLMA show was again a success in terms of contacts made: 79 companies, with amongst them 32 producers and retailers potentially interested in manufacturing / retailing eco-labelled products.
- PLMA show is a very important target for the European Eco-label, because it gathers holders, producers and retailers of some important product groups: detergents, tissue paper, soaps and shampoos. Having a stand enables to increase the visibility of the Flower amongst producers and retailers, and shows holders that the European Commission is active in the promotion of the label. That is why the Helpdesk recommends having a stand in next year's edition of the show.
- Amongst all the fairs visited by the Helpdesk, PLMA is the one where the level of awareness of the Flower amongst producers is the highest, especially in EU-15 countries. But awareness seems to be increasing in new MSs thanks to actions of Competent Bodies, since one Estonian producer came to see us after a workshop in Riga about the Flower.
- Regarding holders, there are still some ones pitying the lack of recognition of the logo from consumers. These are mainly from Italy and Germany, where the demand from retailers and consumers is quite low. However some producers from France, Italy, the Netherlands and Denmark seemed happy with their Flower license. This is linked to the demand from French retailers, and some Dutch and Danish retailers.
- 6 retailers came to the Flower stand this year, amongst them some Belgian retailers (Delhaize, Colruyt) which already sell flower-labelled products and came to see if there were new products on the stand. Two English retailers (Marks & Spencer, 2 persons came separately from Tesco) also came to the stand, which is quite new since English retailers never shown a high interest for the Flower. Contact details have been sent to the UK CB, so that he can do some follow-up on these people.

APPENDIX 1: EMAIL SENT TO PLMA EXHIBITORS BEFORE THE SHOW

The Flower makes it easy to choose green!



The Flower is the European Eco-label, the official EU mark for greener products.

The European Eco-label team will be present at next **PLMA** fair in Amsterdam, on May 30th and 31st. Come and meet us on **stand n°2812**, in the **Holland** complex!

Whether you are a producer of **textiles**, **detergents**, **paints** or **tissue paper**, the European Eco-label can help you show your commitment for the protection of the environment.

Why go for the Flower?

- ❖ Your product has the EU official guarantee that it is amongst the most environmentally-friendly in its range.
- ❖ Your product has undergone strict tests ensuring its environmental quality as well as its technical performance and durability.
- ❖ Your product is recommended by consumers and environmental NGOs.
- ❖ Your product bears a logo recognised all over Europe, which makes marketing it easier.
- ❖ Your product is interesting for retailers who want to promote their own ecological brand with a reliable label.
- ❖ Your product is among the purchasing priorities for administrations with a green procurement policy.

More information on www.europa.eu.int/ecolabel

Market your eco-labelled products on www.eco-label.com

With best regards,

Cécile des Abbayes

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e-catalogue: www.eco-label.com

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APPENDIX 2: PRESS RELEASE ABOUT THE FLOWER FOR PLMA PRESS CENTRE

The European Eco-label team is present at PLMA fair in Amsterdam, on stand n°2812, in the Holland complex, on May 30th and 31st.



The European Eco-label is a label promoting the environmental quality of products and services complying with the criteria of the scheme. There are currently criteria for 24 product groups covering a wide range of categories, from household appliances to cleaning products, from home and garden, to clothing and paper products, from tourist accommodation services to camping services. Several hundreds of products bearing the Flower logo are available on the market.

Thus the Flower is an added value tool for retailers who want to demonstrate their commitment to the protection of the environment and meet their customers' expectations. Involving European stakeholders from all the 25 Member States, the Flower guarantees a high level of transparency, reliability and scientific credibility. That is why more and more European retailers (Carrefour, Auchan and Monoprix in France, Carrefour Italia, Auchan Italia, Coop Italia and Esselunga in Italy, Delhaize and Colruyt in Belgium, Coop Denmark, etc.) choose the European Eco-label for their own ecological private labelled products.

New search engine for retailers on the on-line catalogue for European Eco-labelled products

Consumers have been so far able to find regularly updated information on the Flower labelled products available in the different European countries through an online catalogue, the 'Green Store', at www.eco-label.com.

In 2005, a search engine for retailers has been added to the Green Store. The addition of this service enables consumers to not only search for a product via its manufacturer, but also to search for retailers selling EU Eco-labelled products. Consumers can therefore directly know where they can find the environmentally friendly products awarded with the Flower.

Since the launch of this new service, information on the number of eco-labelled products on the shelves of European retail shops is constantly being updated. 146 retailers from 8 European countries are currently listed in the database and the number is rapidly growing. This new feature will make it easier for European consumers to find Flower-labelled products and at the same time will make the Green Store more user-friendly.

The Green Store is available today in the 11 languages of EU-15: Danish, Dutch, English, Finnish, French, German, Greek, Italian, Portuguese, Spanish and Swedish. It will be translated in 2006 in the 9 languages of the new Member States (Czech, Estonian, Latvian, Lithuanian, Hungarian, Polish, Maltese, Slovakian and Slovenian) to ensure all European consumers can easily access information about the EU Eco-label in their own language.

These numerous developments meet the expectations of consumers, since the number of visitors to the web site is in constant increase since its launch and now averages more than 390,000 hits per month (more than 80,000 pages viewed per month), which corresponds to an increase in the number of visits of 315% compared to 2004.

Moreover, in April 2006 a meeting was held with major European retailers to exchange views and strategy for the European Eco-label. An enhanced role for retailers in the European Eco-label was the focal point on the agenda. The exchange was fruitful, deciding the first steps for future common initiatives during Flower awareness raising campaigns.

Background information

More than 310 companies have been awarded the Flower logo so far. The most successful product groups are textiles with 64 companies being awarded with the label as well as paints and varnishes,

tourist accommodation service and detergents. Between 2002 and 2005, the sales of eco-labelled products have gone up by 300%, with the highest rise monitored in Italy, Denmark, France and Spain.

A company is allowed to apply the Flower logo on its products only when an independent certification official body recognises that the product shows satisfactory results with regards to the European Eco-label criteria. The Flower logo offers to consumers a guarantee of scientific credibility and good quality. At the same time, it offers manufacturers and retailers a clear marketing distinction.

For general information on the Flower: <http://europa.eu.int/ecolabel>
The e-catalogue of eco-labelled products: www.eco-label.com

If you have any questions or need more information please contact the EU Eco-label team at ecolabel@ec.europa.eu

APPENDIX 3: CONTACT DETAILS OF COMPANIES MET

	Company	Contact Person	Position	Email	Telephone	Fax	Web site	Address	Zip code	Town	Country	Holder?	Retailer/ Producer	Product Group	Comment
1	A&I	Szymon Smul	Marketing manager	marketing@aii-consulting.com	+48 61 8164682	+48 616636510	www.aii-consulting.com	Gora, Poznanska 7C	62-080	Tarnowo Podgorne	PL		Producer	Detergents	Not interested.
	ACDOCO	Brandon Pilling	Managing director and chairman	brandon.acdoco.com	+44 1204600500	+447976705035	www.acdoco.com	Imperial works, Mallison St, Bolton	BL1 8PP	Lancashire	UK		Producer	Detergents	Are UK traders of machine washing powder made by Danlind, and know the person from Tesco who came enquiring about flower-labelled detergents for the English market. So this person is likely to contact directly the buyer from Tesco to offer him their products.
	Adföng	Einar Thorisson	Director of buying	einar@adfong.is	+354 530 5604	+354 588 4220		Skutuvogur 7	104	Reykjavik	ICE		Retailer		Iceland supermarket. They know the Swan, and want to receive the News Alert, to have information on the Flower.
	Anthong Berg Van der Bregen Goldken	Guy Noam	CEO	guynoam@netvison.net.il	+972 357 46 633	+972 3 57 46646		6 Sha'ar Haguy St.	52313	ISRAEL	IL		Trader	Chocolates	This person came to visit the EU Eco-label stand because he was curious about the posters, and wanted to understand the concept of the Flower.
5	APS	Ebru Yuksel	Assistant Marketing Manager	e.yuksel@apsambalaj.com	+90 216 593 0575	+90 216 596 0585	www.apsambalaj.com				TR		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	Betis Textil	Pepe Barcelo	Administrator	betis@betistextil.es	+34 966 567 150	+34 965 566 179	www.betistextil.es	Barrio les Molines, s/n°P.O. Box 26	3450	Baneres (Alicante)	ES		Producer	Textiles	Did not know the Flower. Will examine documents provided.
	CARTOGRAFICA GALEOTTI	Andrea Galeotti	Packaging division	andrea.galeotti@cartograficagaleotti.com	+39 0583 403 444	+39 0583 947 838	www.cartograficagaleotti.com	Via per Vorno, 15/17	55060	Guarno (Capannori) - Lucca	IT		Producer	Tissue Paper	One of its customers in Denmark asked him to have the Flower. Send him contact details of IT CB. His email has been added to the News Alert recipients' list.
	Chimiotechnic	Bertrand Challe	Sales Manager	b.challe@chimiotechnic.fr	+33 6 60 43 13 90	+33 1 30 61 41 50		9 rue Marx Dormoy BP 9	69631	Vénissieux cedex	FR	X	Producer	Detergents	We met this holder last year. He did not have a stand this year, but came to do some benchmarking, and came to say hello to the Eco-label stand. He is very happy with the Flower, and convinced this is a very good concept. He would like to receive the News Alert.
	CIE DES DETERGENTS ET DU SAVON DE MARSEILLE	Mathilde castang	Marketing and developpement International	m.castang@savon-de-marseille.com	+33 4 91 10 30 95	+33 4 9158 21 34		66, chemin de siante Marthe	13014	MARSEILLE	FR		Producer	Detergents	Had heard about the Flower, since the market of flower-labelled detergents is increasing in France. Will examine the criteria. His email has been added to the News Alert recipients' list. We will call him to see if he needs more information and further explain the Flower.
10	CLEAN PAPER	Gianluca Lojacono		g.lojacono@clean-paper.it	+39 0583/981055	+39 0583/983661	www.clean-paper.it	Via del Marginone, 437 Loc. Antraccoli	55100	LUCCA	IT		Producer	Tissue paper	Did not know the Flower. Will examine documents provided.
	Colruyt	Carmen Critescu	Acheteur Food	carmen.critescu@colruyt.be	+32 2 360 10 40	+32 2 360 02 07	www.colruyt.be	Edingensesteeweg 196	B-1500	Halle	BE		Retailer		She came for her colleague who is interested in buying eco-labelled detergents.
	Cosmetochem	Dr Jane Tiedtke	Head of Marketing	jane.tiedtke@cosmetochem.ch	+41 41 748 33 25	+41 41 748 33 44	www.cosmetochem.com	Senneweidstrasse 44/46	CH-6312	Steinhausen ZG	CH		Producer	Raw material for detergents	Wants to keep updated on the criteria, to ensure compliance. His name has been added to the News Alert mailing-list.
	Coster	Haluk Alisan	General Manager	haluk.halisan@avlcoster.com	+90 262 751 27 13	+90 262 751 21 80		Ataturk Bulvari 7. Cadde	41400	Gebze-Kocaeli	TR		Producer	Aerosols	Did not know the Flower. Will examine documents provided.
	Dalan	Alper Aksel	Export specialist	dalan@dalan.com.tr	+90 232 479 09 51	+90 232 479 49 00	www.dalan.com.tr	Kemalpaça Cad n°9 Pınarbaşı		Izmir	TR		Producer	Detergents	Interested. His name has been added to the News Alert mailing-list.
15	DALLI BENELUX	Esther Theelen	Marketing manager	esther.theelen@dalli.nl	+31 345 478 735	+31 345 478 70	www.dalli.nl	Venusstraat 10	4105 JH	CULEMBORG	NL	X	Producer	Detergents	This holder came several times to the stand to discuss with Maaike Fleur, from the Dutch CB.
	DANLIND	Hanne Steenholt	Area export Manager	hsp@danlind.dk	+45 87 62 31 11	+45 86 96 95 30	www.danlind.dk				DK	X	Producer	Detergents	This holder provided us with products for the EU Eco-label stand at the beginning of the fair. Currently interested in promoting their products on the Dutch market.
	DATAMONITOR	Javier Garcia Maestre	Project leader	jmaestre@datamonitor.com	+441612384074	+441612384141	www.datamonitor.com	Churchgate House 56 Oxford Street	M1 6 EU	MANCHESTER	UK		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	DAYTONA	Frédéric Berchon		fburchon@wanadoo.fr	+33 1 45 49 10 81	+33 1 45 49 23 34		99, rue de Sèvres	75006	PARIS	FR		Trader		Very interested. His name has been added to the News Alert mailing-list.
	DELHAIZE	Tom Cardinaels	Buyer	tcardinaels@delhaize.be	+32 2 412 27 37		www.delhaize.be	Bettegemaal, 3	1731	Asse (Zellik)	BE		Retailer		This retailer came to the stand to see the samples of EU Eco-labelled products, to see if there were interesting new products amongst them. He said he was present to the Retailers MMG meeting in April.
20	DF Partner	Dipl. Ing Ludek Orna	Business Development Director	ludek.drha@dfpartner.cz	+420577057700	+420 577 057 799	www.dfpartner.cz	Zadverice 165,	76312	VIZOVICE	CZ		Producer	Cleaners for cars	Did not know the Flower. Will examine documents provided.
	EUD Group	Ing. Roman Jesztrebi	Business Development Director	jesztrebi@eudgroup.com	+420 519 322 038-9	+420519321675	www.eudgroup.com	Obchodni 640	691 03	RAKVICE	CZ		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	EUROVAST	Vincenzo Romano	Direttore Generale	info@eurovast.com	+39 0583 888803	+39 0583 88629	www.eurovast.com	Via del Brennero, 4 Loc. Socciglia	55023	Borgo a Mozzano (LU)	IT		Producer	Tissue Paper	Interested. His name has been added to the News Alert mailing-list. We will send him an informative email with the contact details of IT CB.

	Company	Contact Person	Position	Email	Telephone	Fax	Web site	Address	Zip code	Town	Country	Holder?	Retailer/ Producer	Product Group	Comment
	FIT GmbH	Stefanie Münster	Coordination private label production	stefanie.muenster@fit.de	+49 3 58 43/263-141	+49 3 58 43/ 2 63 66	www.fit.de	Am Werk 9	D-02788	Hirschfelde	DE		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	FONLUPT	Christophe Perrier	Key account Manager	christophe.perrier@fonlupt.com	+33 4 75 33 75 00	+33 4 75 33 37 38	www.fonlupt.com	Lieu-dit Pupil BP 159	7106	ANNONAY Cedex	FR		Producer	Unidose detergents	Interested. His name has been added to the News Alert mailing-list. We will send him an informative email with the contact details of FR CB.
25	FORMULACIONES TENSOACTIVAS	Juan Huerats Pérez	Gérant	ftensoactivas@ftensoactivas.com	968 66 78 11 12	968 66 77 40	www.ftensoactivas.com	Pol.Ind.Bad-lands C/Valle de Ricote, parc.11	30190	ALBUDEITE	ES		Producer	Detergents surfactants	Did not know the Flower. Will examine documents provided.
	Frag Holland BV	Lambert de Jager	Account manager Zuid Nederland	ldejager@fragholland.nl	+31 13 53 49 040	+31 13 534 28 20	www.fragholland.nl	Nobelstraat 3 5051 DV Goirle Postbus 329	5050 AH	Goirle	NL		Trader		Did not know the Flower. Will examine documents provided.
	FRIPA	Hermann Josef Büttgen		vk.buettgen@fripa.de	+49 9371/502-502	+49 9371/502-1502	www.fripa.de	Großheubacher Str.4	D-63897	MILTENBERG	DE		Producer	Tissue Paper	Did not know the Flower. Will examine documents provided.
	FUTURALINE	Giovanni Gallopi	Export Dept.	giovanni.gallopi@futuralespa.com	+39 0823 820939	+39 0823 821717	www.futuraline.it	Zona ind.le ASI-loc.Ceraso	8102	MARCIANISE	IT		Producer	Tissue Paper	Did not know the Flower. Will examine documents provided.
	GIVAUDAN FRAGRANCES			corp.communications@givaudan.com				19-23, Voie des Bans, B.P. 98	95102	Argenteuil	FR		Producer	Perfumes	Interested in the criteria related to perfumes, in order to keep updated on them.
30	HORIZON PULP AND PAPER	Kadri Ann Ounap	Sales and Marketing Manager	kadri-ann.ounap@horizon.ee	+3726563997	+3726563996	www.horizon.ee	Laki St 12A-312	1062	TALLINN	EE		Producer	Tissue Paper	Was present in Riga at eco-label meeting, wants to receive the mail News Alert.
	HOSTI INTERNATIONAL GMBH	Loek Wulms	Export Manager	info@hosti.de	+49 794 160 920	+49 794 160 9240	www.hosti.de	Max-Eyth-Str. 18	74632	Pfedelbach	DE		Producer	Tissue Paper	Interested in receiving information about the Flower. His name has been added to the News Alert mailing-list. We will send him an informative email with the contact details of DE CB.
	Hyga	Dieter Gilomen	Mitglied der Geschäftsleitung	dieter.gilomen@hyga.com	+41 32 352 04 93	+41 32 352 04 79		Hyga SA Hygieneprodukte Industriestrasse 11	CH-3925	Rüti b.B.	CH		Producer	Hygiene products	Very interested, though his products are not covered by the EU Eco-label. He thought that the Oeko-Tex was stricter than the EU Eco-label. His name has been added to the News Alert mailing-list.
	Imbiex	Valérie Schmid	Marketing	valerie.schmid@mbiex.ch	+41 24 430 02 02	+41 24 430 02 19	www.imbiex.ch	Case postale 36	CH-1462	Yvonand	CH		Trader		Interested in the procurement of eco-labelled products. Her name has been added to the News Alert mailing-list.
	INDUSTRIE CARTARIE TRONCHETTI	Sergio Badalcci	Domestic Sales Manager	ict@tronchetti.com	+39 0583 888 888	+39 0583 888 990	www.foxy.it	Loc. Piano della Rocca	55023	Borgo a Mozzano, Lucca	IT	X	Producer	Tissue Paper	This holder had no EU Eco-labelled products exposed on its stand. As people on the stand were all busy every time we went there, we were not able to discuss with them about it.
35	Inquiba	Jose M. Casablanca	Chemical Engineer	jmcasablanca@inquiba.com	+34 924 35 00 70	+34 924 35 01 87	www.inquiba.com	Ctra de Manchita, Km 0,800	6470	Guarena (Badajoz)	ES		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	INQUIVISA	Rosa Melgarejo Martinez	Export Manager	compras@inquivisa.com	968670642	868670768	www.inquivisa.com	Pol industrial La Capellania, parc 39 Aptdo de Correos 39	30600	ARCHENA	ES		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	KARTOGROUP	Gianni Luini	International trading manager	gianni.luini@kartogroup.com	+39-0583 448 837			Sede legale y direzione commerciale	65-55061	CARRAIA CAPANNORI	IT	X	Producer	Detergents	This Italian holder sells its tissue paper to French retailers Casino, Intermarché, Monoprix... Though they had not their big advertising panel with the Flower like last year -they forgot it- they claim the Flower is very important for them as a marketing added value.
	Kosmet Rokita	David Olersink		david.olarsink@kosmet.com.pl	+48 71 319 32 77	+48 71 319 28 79	www.kosmet.com.pl	Sp. Z o.o. ul. Sienkiewicza 4	PL 56-120	Brzeg Dolny	PL		Producer	Detergents	Interested. His name has been added to the News Alert mailing-list.
	Labud Zagreb	Gordana Poljak	Packaging and Design Department Manager	gordana.poljak@labud.hr	+385 1 24 09 852	+385 1 24 09 851	www.labud.hr	Zitnjak bb	10000	Zagreb	Croatia		Producer	Detergents	Interested. His name has been added to the News Alert mailing-list.
40	Labud Zagreb	Davor Leko	FMCG Division Sales Manager	davor.leko@labud.hr	+385 1 24 07 382						Croatia				idem
	LAMDA	George Rammos	Private label and Industrial Products Manager	g.ramos@lamda.detergents.gr	+30 210 94 60 400	+30 210 94 60 401		34, Pentelis,	GR 175 64	P. FALIRO	GR		Producer	Detergents	In contact with CB - wait for demand from retailers before applying. His name has been added to the News Alert mailing-list.
	Lemoine Holland bv	André Leusink	Product Manager	aleusink@lemoineholland.com	+31 578 578 887	+31 578 576 141		Vaassenweg 69, 8166 AT Ernst P.O. Box 35	8170	AA Vaassen	NL		Producer	Cosmetic cotton pads	This producer came to the stand to learn about the Flower. His products are not covered by the EU Eco-label scheme.
	MANE	François Robin	Category manager	françois.robin@mane.com	+33 4 93 09 74 54	+33 04 93 09 74 54		620, route de Grasse	6620	Le Bar sur Loup	FR		Producer	Fragrance	Interested in the criteria related to perfumes, in order to keep updated on them.

	Company	Contact Person	Position	Email	Telephone	Fax	Web site	Address	Zip code	Town	Country	Holder?	Retailer/ Producer	Product Group	Comment
	MARKS & SPENCER	Anne Hilton	Purchaser		+44 208 71 84 733						UK		Retailer		Interested in purchasing laundry detergents and tissue paper. Her contact details have been sent to the UK CB, she is expecting his call.
45	MEGA	Danae Vitoulatidis		dvitoulatidou@megadis.gr	+302102419800	+30 210 241 98 18		Dekelias 114,	136 71	AHARNES	GR		Producer	Hygiene products and other things	Did not know the Flower. Will examine documents provided.
	MEGA	Linda Lameire	Export Manager	mega@megadis.gr	+302102419800	+30 210 241 98 18		Dekelias 114,	136 71	AHARNES	GR		Producer	Hygiene products and other things	Did not know the Flower. Will examine documents provided.
	METSATISSUE	Ulf Dieter Kriebel		ulf.dieter.kriebel@metsatissue.com	+49 26 84-609-354	+39 26 84 - 609-354					DE	X	Producer	Tissue Paper	This holder did not expose EU Eco-labelled products on his stand because he says there is no demand for them at PLMA fair.
	Mifa	Guy Coffin	Directeur des ventes	guy.coffin@mifa.migros.ch	+32 4 358 16 03	+41 61 9059 467		Rheinstrasse 99	CH-4402	Frenkendorf	CH		Producer/Retailer	Detergents	This detergent manufacturer is a subsidiary of Migros, one of the 2 retail leaders in Switzerland. He came to the stand to have more information about the Flower, but it is difficult to say whether he was interested or not. A particular attention will be paid to the follow-up with this producer, since it would be a great success to convince Migros to retail EU Eco-labelled products. However as far as we know for the moment the Flower criteria may not be strict enough for the Swiss market. We have added him to the News Alert mailing-list and will call him to follow-up.
	Moreau	Thomas Pointurier		tpointurier@moreau-cie.fr	+33 3 84 85 81 12	+33 3 84 24 20 87		235, rue des Frères Lumière Z.I.	39000	Lons-le-Saunier	FR		Producer	Packaging	He would like to receive the News Alert.
50	MPL Cleaning Products	Javier Garrido	Production manager	javier.garrido@mpl.es	+34 659 903 927	+34 96 252 45 51	www.mpl.es	Polig. La Pahilla C/. Collao, Parc.58-59	46370	Chiva (Valencia)	ES		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	MPL Cleaning Products	Céline Dousset	Export Department	celine.dousset@mpl.es	+34 96 252 45 50	+34 96 252 45 51	www.mpl.es	Polig. La Pahilla C/. Collao, Parc.58-59	46370	Chiva (Valencia)	ES		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	MPM - Consumer products	Fiona Elliott	Quality manager	fiona@mpmconsumerproducts.com	+44 161 231 6111	+44 161 223 7100	www.mpmconsumerproducts.com	33 Croft Street, Clayton	M11 4RQ	Manchester	UK		Producer	Detergents	Interested. His name has been added to the News Alert mailing-list. We will call her to do the follow-up and send her the contact details of UK CB.
	NEW ORGANIC LAB	Karin Verhulsdanck						M.A. de Ruyterstraat 7	NL-3572	Utrecht	NL		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	NEWFORGE ENTERPRISES LTD	G. Mustafa Lateef	Managing director	mustafa.lateef@btconnect.com	+44 28 90 827 098	+44 289 0827 099		66 Tullyard Road	BT27 5JN	Lisburn	UK		Trader		Did not know the Flower. Came to the stand to have information about it.
55	NILO	Cali Papamichail	Chemical Engineer	kali@nilo.gr	24210 95528-9	2 421 095 658					GR		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	NONWOVENS SOURCING	Eric Deschamps		deschamps@ya.com	+34 606 453 870			Urb. Garraf 2 Eramprunya, 52	8860	LES BOTIGUES DE SITGES	ES		Producer	Textiles	This person produces nonwoven textiles for wip wipes, and wanted to know if its products can be awarded the Flower.
	Novacare	Patrice Delaplace	Directeur Développement Changes-bébé	pdelaplace@novacare.fr	+33 3 29 52 42 13	+33 6 07 34 29 08		BP 6	88600	Laval sur Valogne	FR		Producer	Tissue Paper	Very interested. Has a lot of misunderstandings on the Eco-label. We will call him to provide him with further information on the Flower. His name has been added to the News Alert mailing-list.
	Novacare	Christian de Lauriston	Sales Director Europe	cdelauriston@novacare.fr	+33 1 60 17 00 02	+33 1 64 62 08 83		BP 6	88600	Laval sur Valogne	FR		Producer	Tissue Paper	idem
	NOVAPROT GmbH	Dr. Christian Moser	PDG	drc.moser@novaprot.de	09435/3069-11	09435/3069-14	www.novaprot.de	Werksweg 2	92551	STULLN	DE	X	Producer	Detergents	This holder deplored the fact that there is no interest in Germany for the Flower. His name has been added to the News Alert mailing-list.
60	P&G	Sabine Metzger-Groom	WE Innovation - Fabric and Home Care	metzger.su@pg.com	+32 2 456 40 74	+32 2 568 43 12	www.pg.com	Procter & Gamble Eurocor NV/SA Tensalaan 100	1853	Strombeek-Bever	BE		Producer	Detergents	Interested. Wants to receive the email news alert. We will call him to follow-up on this first contact.
	P&G	John Roscoe	Household Care Marketing - Global Strategic Planning	roscoe.j@pg.com	+32 2 456 60 45	+32 2 568 32 99					BE				Interested. Wants to receive the email news alert. We will call him to follow-up on this first contact.

	Company	Contact Person	Position	Email	Telephone	Fax	Web site	Address	Zip code	Town	Country	Holder?	Retailer/ Producer	Product Group	Comment
	PALOMA - HORGEN	Daniel Kalin		d.kalin@horgenerator.ch	+41 1 725 53 35	+41 1 725 37 47		SEEGARTEN 74	POSTFACH CH 8810	Horgen	CH	X	Producer	Tissue Paper	This retailer came several times to the stand to discuss with Maaiké Fleur (the fair took place soon after their award ceremony). He is very happy with its Flower license.
	PEJO TRADING			info@pejo.si	+386 5 68 90 550	+386 68 90 551		Industrijska ulica 003 Hrpelje	6240	KOZINA	SI		Producer	Detergents	This producer claims to manufacture ecological detergents, but did not seem interested in the Flower. We will take care of sending him all relevant information while doing the follow-up of the fair. His name has been added to the News Alert mailing-list.
	PGI	Robyn Kane	Product development Manger	rkane@pginw.com	+31 485 39 84 40	+31 485 39 82 88	www.hpc-europe.com	La.ge Oigen 16 5433 NG Katwijk, N-Brahant	PO Box 15 5430 AA	CUIJK	NL		Producer	Home and personal care	Did not know the Flower. Will examine documents provided.
65	PIZZOLOTTO	Dr.Mario Cignacco	Reesponsible GDO	mario.cignacco@pizzolotto.com			www.pizzolotto.com	Via monte Grappa, 18	31010	ONE DI FONTE	IT	X	Producer	Detergents	Will keep the Flower but not happy. Does not sell products. Only Esselunga and Coop Italia as Italian retailers -> need more retailers. Feels that consumer awareness of the Flower is too low. We informed him of the upcoming Flower Week and told him we will send dates and details.His name has been added to the News Alert mailing-list.
	Plásticos Hidrosolubles	Juan Liorca Raymond	Sales Manager	jlorca@hidrosoluble.com	+34 649 08 03 48	+34 96 141 24 73		Pol. Ind. "L'Horteta" - C/. Miguel Angel Blanco, s/n. Apdo. De Correos 68	46138	Rafelbunol	ES		Producer	Water soluble plastics	He wanted to know if its water soluble plastics could get an ecolabel.
	Quest International	Mauro Romeri	Project Manager - Fragrance Divisoin	mauro.romeri@questintl.com	+39 02 568 05727	+39 02 568 02419		Quest International Divisione della ICI Italia srl VIA Ripamonti? 89	20139	Milano	IT		Producer	Fragrance	He is interested in new developments which concern the use of fragrances in eco-labelled products.
	RECKITT BENCKISER	Alessandro latini		alessandro.latini@reckittbenckiser.com	+39 041 56 29 391	+39 041 56 29 302		R&D Centre Piazza San Nicolo 12/3	300 34	MIRA	IT		Producer	Detergents	Already have the Nordic Swan. Wants to receive email news alert. We will send him a follow-up email with all the documents related to the Flower for detergents and the contact details of IT CB.
	Remark Groep	Jan Wouda	General Manager	janw@remarkgroep.nl	+31 6 52 078 400	+31 522 44 25 59	www.reamrgroep.nl	Industrieweg 24	7949 AK	Meppel (Industrieterr ein Rogat)	NL		Trader		Wants to buy different kinds of EU Eco-labelled products to make a complete "natural" brand. Very interested. His name has been added to the News Alert mailing-list. The Dutch CB who met him during the fair will ensure follow-up.
70	Rieter	André Michalon	Sales Director	andre.michalon@rieter.com	+33 4 76 52 23 11	+33 4 76 52 21 73		Rieter Perfojet Z.A. Pre-Millet	F-38330	Montbonnot	FR		Producer	Machines to produce wet wipes	He wanted to know if there would be an eco-label for wet wipes, to be prepared to have adapted machines.
	ROSMARIN	Dora Olasz	Chemist	olaszd@rosmarin.hu	+36 62/534-91136,11610486 89139-911	+36 30/306-0076	www.rosmarin.hu	Tanya 150/1	6636	MARTELY	HU		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	SAMPIONKA	Aljaz Podlogar	Komercialni direktor	aljaz_podlogar@sampionka.si	+386 330 43 43	+386 305 3897		Bukovica 47 A	5293	VOLCAJ DRAGA	SI		Producer	Detergents	Wish to certify a number of their products. We will call them to do the follow up and inform SI CB. Name added to the News Alert mailing list.
	SANITA UK	Dana Halabi	Marketing specialist	dana_halabi@sanitauk.com	+44 1952 681 910	+44 1952 681 910		Unit 0, Halesfield 9 telford,	TF7 4 QW	SHROPSHIRE	UK		Producer	Check	Did not know the Flower. Will examine documents provided.
	SANITARS	Ottini Mario	Sales Manager	ottini.mario@sanitars.it	+39 030 2680288	+39 030 2681460		Via E. Fermi, 6/10	25020	Flero-Brescia	IT		Producer	Detergents	Did not know the Flower. Will examine documents provided.
75	SCA	Johan Backman	Market support Manager	johan.backman@sca.com	+46 31-746 00 00	+46 31-746 04 96			SE-405 03	GOTEBORG	SE		Producer	Hygiene products	Did not know the Flower. Will examine documents provided.
	SDA - Savonnerie de l'Atlantique	Pascal Marchal	Directeur Qualité et Environnement		+33 2 40 13 50 95	+33 2 40 05 47 06		ZI, 1 rue des Chevaliers CP 2015	44406	Rezé cedex	FR		Producer	Detergents	Was interested in receiving the criteria, to see how his company is positioned towards them, considering the current trend for EU eco-labelled detergents in France. Name added to the News Alert mailing list.
	SENZORA BV			senzora@wxs.nl	+31 570 68 33 33	+31 570 61 71 26		Sliuistraat 23-25 7411 E Deventer, Holland	Postbus 104, 7400 AC	Deventer	NL		Producer	Detergents	Did not know the Flower. Will examine documents provided.
	Spaintab			comercial@spaintab.com	+34 924 35 19 55	+34 924 35 01 87	www.spaintab.com	Ctra de Manchita, Km 0,800	6470	Guarena (Badajoz)	ES		Producer	Detergents	Interested. Name added to the News Alert mailing list. We will send him a follow-up email with contact details of ES CB.
	SUN SHINE	Eliahu Itszhak B.A	Product Manager	sales@sunshined.net	972-886602020	972-8-6603377		10, Ashlagan st.industrial park Kiryat Gat	82021	Gat	IL			Detergents	Interested in the eco-label but it is unclear, whether they have a product in a certifiable product group. Name added to the News Alert mailing list.

	Company	Contact Person	Position	Email	Telephone	Fax	Web site	Address	Zip code	Town	Country	Holder?	Retailer/ Producer	Product Group	Comment
80	TESCO	Matthew Todd	Senior Buying Manager	matt.x.todd@uk.tesco.com	+44 1992 646804	+44 1992 646940		Tesco Stores Limited New Tesco House Delamare Road Cheshunt	EN8 9SL	Hertfordshire	UK		Retailer		They wish to procure products with the Eco-label.
	TESCO	Clare Norman	Technical & Development Manager	clare.norman@uk.tesco.com	+44 1992 646762	+44 1992 627 130					UK		Retailer		idem
	THURN-PRODUKTE			info@thurn-produkte.com	+49 22 45 6090	+49 22 45 609 211	www.thurn-produkte.com	Gewerbegebiet Bövingen 108	53804	Much	DE		Producer	Detergents	Not interested.
	Vandeputte	Pierre Vandeputte	Managing Director	p.vandeputte@vandeputte.com	+32 56 85 97 20	+32 56 84 02 01		S.A. Huileir & Savonnerie / OLIE - & Zeepfabriek N.V. Boulevard Industriel, 120	B 7700	Mouscron	BE		Producer	Detergents	Still hesitates a little bit, but thinks will go for the EU Eco-label. We will inform BE CB (if not already aware). Name added to the News Alert mailing list.
	Vandeputte	Christel Beaucarne	Laboratory Manager	c.beaucarne@vandeputte.com	+32 56 85 97 20	+32 56 84 02 01		S.A. Huileir & Savonnerie / OLIE - & Zeepfabriek N.V. Boulevard Industriel, 120	B 7700	Mouscron	BE		Producer	Detergents	Would use the Eco-label for the French market, but apply in Belgium.
85	VP Market	Sviesuole Treigyte	Commercial manager	sviesuole.treigyte@vpmarket.lt	+370 5 272 45 44	+370 5 268 67 00	www.vpmarket.lt	Savanoriu ave. 247	2300	Vilnius-53	LT		Trader		This trader came to have information about the Flower.
	WEPA PAPIERFABRIEK	Jörg Precht	Sales Director		+49 2932 3070	+49 2932 30719	www.wepa.de	Rönkhauser Strasse 26	59757	Arnsberg	DE	X	Producer	Tissue Paper	This holder had no EU Eco-labelled products exposed on its stand. As people on the stand were all busy every time we went there, we were not able to discuss with them about it.
	WERRA PAPIER				+49 162/29 385 74	+ 49 36 848 / 385-233	www.werrapapier.de	Unterm Bahnhof 10	D-98590	WERNSHAUSEN	DE	X	Producer	Paper	Holder for Omega products. He says the Flower is not an added value, and does not bring a differentiating element for the German retail market. However they keep their license because public purchasers ask for it.