



Eco-premium Solutions Concept

An Eco-premium solution provides the same or better functionality for the customer application but has a clear eco-efficiency benefit over the mainstream products in the marketplace. Eco-efficiency is about creating more value with less environmental impact. The eco-efficiency of a product can originate from any phase of the value chain: from extraction of natural resources to manufacturing, end-use and final waste management. We measure eco-efficiency using quantitative analyses or a qualitative assessment focusing on six categories:

- toxicity
- energy efficiency
- use of natural resources/ raw materials
- emissions and waste
- land use
- risks (e.g. of accidents)

The Eco-premium solution must be significantly better in at least one criterion, and not worse in any. The assessment is carried out by an experienced group including R&D, marketing and eco-efficiency experts.