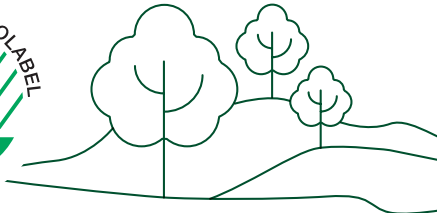




# Nordic Swan Ecolabel 3.2 for Puri-Line



To ensure sustainable growth Ecolabelling Denmark continuously reinforces the demands for the Nordic Swan Ecolabel. When the new update comes into force on January 1st, 2025, more than 50 new criteria will be included for Nordic Swan Ecolabeling of microfiber-based cleaning products.

## Examples of the new criteria for the 3.2 certification:

- ✓ Nordic Swan Ecolabeled products need to be produced from recycled or organic fibers.
- ✓ The products are manufactured under documented environmental requirements as well as good and documented working conditions.
- ✓ The products need to be well-tested for durability and quality as these requirements have become more rigorous.
- ✓ Documented low release of fiber fragments during laundering.

## Puri-Line obtain A-grading

Using Weber & Leuchts MLC-Index®, which measures fiber fragments from cleaning textiles through life cycle simulation following ISO 23231, we have tested the microplastic deposition from Puri-Lines Nordic Swan Ecolabeled microfiber mops and cloths. The fewer fragments, the less wear and tear, leading to a longer lifespan and reduced environmental impact.

The test shows that all our Puri-Line Nordic Swan Ecolabeled microfiber products receive **A-grading**, which means they release the lowest amount of fiber fragments on the index. A-grading is required to achieve the Nordic Swan Ecolabel 3.2.

Environment

Sustainability

Consideration

