



Eco-label

Eco-label is a product certification policy created in 1992 by the European Community, enabling European consumers to easily identify and purchase environmentally reliable products. As “green” products become more important to us individually and collectively this is a criteria to be aware of; as much of the tile being produced today is coming from European countries. As LEED (Leadership in Energy and Environmental Design) Certified projects become more common this is a wonderful logo to recognize for quick identification of “green” materials.

The Eco-label can only be applied to the materials included within the product groups for which the European Community has issued specific directives, establishing the requirements that products must have in order to be awarded the Eco-Label. Ceramic tiles, as well as natural stones, concrete paving units and agglomerated stones, are included in the product group called HFC – Hard Floor Coverings. Caesar Ceramics, which is part of the Concorde Group, was one of the first to obtain the Eco-label certification for all of their product lines. The process is voluntary as well as selective, the Eco Label title is awarded only to products that have a reduced impact on the environment, and it is only awarded to 30% of the products available. The criteria is applied to each product group and is based upon a “cradle to the grave” approach to analyze the impact of the product through it’s life cycle starting with raw materials through the entire process to product distribution (including packaging) and disposal of the product.

Following is a list of some of the results of producing Eco-labeled tile:

- Saving energy to obtain a high water recycling coefficient during the production process.
- Reducing impact on the environment caused by the extraction of raw materials.
- Limiting the use of substances harmful for health and the environment.
- Limiting polluting emissions to air and water.
- Manufacturing products with a low yield of polluting agents putting health at risk.
- Implementing a waste disposal system, both in terms of waste collection and recycling and when possible, of wastes resulting from the production process.
- Informing consumers about the product’s compliance with Eco-label criteria.
- Providing instructions about the use, installation and care of the product.
- Informing consumers of the company’s waste management policy.

Producing any tile with “green” aspects and having the best intensions for keeping our earth clean, and healthy is the best outcome for everyone!

Additional information regarding Eco-label, other “green” manufacturers and Environmental Impact Questionnaires, which are necessary for LEED Certification projects, can be obtained from your friendly RBC Tile and Stone representative.



Above is an example of the Eco-label logo, which can be found on literature and architectural binder spines to indicate products meeting the Eco-label criteria.

Helpful websites regarding Eco-label, green products, and LEED:

www.usgbc.org - US Green Building Council

www.informedesign.umn.edu - Website for research and communication tool for designers. Sponsored by the University of Minnesota, and ASID.

www.caesar.it - Caesar Ceramics – link to Eco-label information.