

The Nordic Swan (Nordic Ecolabel)



Background

The Nordic Ecolabel criteria are determined by the Nordic Ecolabel Board. The criteria are based on a cradle-to-grave principle where the total impact on the environment is mapped. The criteria are applicable in all Nordic countries.

The mapping covers 5 stages:

1) Raw materials 2) Production 3) Distribution and packaging 4) Use and 5) Disposal.

Our Swan Label Policy is

- We use no special raw materials for our labelled products (only approved raw materials).
The majority of raw materials for our non-labelled products must be approved for use in Swan labelled diapers
- We improve quality of life for the users of our products

Abena Benefits

Our large range of Swan labelled products i.e. children's diapers, skincare products and household products are evidence that we care about the environment and that our products are among the most environmentally friendly ones available.

For the Swan labelled products there are strict criteria on the raw materials used, the production process, and the composition of the products. These are criteria that our entire Swan labelled product range meet in full.

However, at Abena we care about the environment and we therefore try to gain The Swan accreditation for as many of our raw materials as possible, for use in all our products – not just those carrying the Swan label. Moreover, within our production processes and the composition of all our products, we do not distinguish between Swan labelled or non Swan labelled products.

This gives all our products a good environmental profile and allows us to expand our range of Swan labelled products quickly.

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