



European
Commission

CIRCULAR ECONOMY

Closing the loop

CIRCULAR ECONOMY

SUCCESS STORY

COMPANY PROFILE: A&B LABORATORIOS DE BIOTECNOLOGÍA

- **Company Name:** A&B Laboratorios de Biotecnología
- **Product Category:** All Purpose Cleaners and Hand Dishwashing Detergent
- **EU Countries where products are sold:** Spain, Portugal, Italy, the Netherlands, and the Czech Republic
- **City of Origin:** Vitoria-Gasteiz, Spain
- **EU Ecolabel License Holder since:** 2007

The EU Ecolabel helps you identify products and services that have a reduced environmental impact throughout their life cycle, from the extraction of raw material through to production, use and disposal. Recognised throughout Europe, EU Ecolabel is a voluntary label promoting environmental excellence which can be trusted.

For more information about EU Ecolabel, visit <http://ec.europa.eu/environment/ecolabel/>

'The EU Ecolabel is a very important aspect of our marketing and communication process, as it represents value to our consumers and exposes us to new markets in Europe known to the general public.'

Isabel Acevedo (Department Technologist)

A&B Laboratorios de Biotecnología is a technology-based company located in Vitoria-Gasteiz (Spain). The company specialises in the research, design, and manufacturing of chemical and biological products for industrial and institutional use. The organisation has upheld the standard of biotechnology and environmental care for the past five years, and continues to expand its products and services across Europe. The company thrives by complying with the criteria requirements for its EU Ecolabelled products, which ensures that their detergents and cleaners do not harm or threaten the environment. A&B Laboratorios de Biotecnología maintains a high safety standard by implementing environmental and design features during the chemical production process. In the industrial sector, A&B Laboratorios de Biotecnología was the first company in Europe to become certified under the ISO 14006 standard. Since its certification, eight of its products have been awarded the EU Ecolabel. The organisation's strategy is based on searching for alternative methods to traditional chemical products by using the EU Ecolabel criteria, undertaking biotechnology and studying the early design phase to assess the impact of all products throughout their lifecycle.

A&B Laboratorios de Biotecnología benefits from the EU Ecolabel in numerous ways, including: improving its brand value, enhancing the safety and effectiveness of its products, and providing additional value to its consumers. According to department technologist Isabel Acevedo 'The EU Ecolabel has allowed A&B Laboratorios de Biotecnología to improve the communication process with its consumers.' The company has set an agenda to produce products and disseminate information that closely aligns with its consumers' environmental values. A contributing factor to A&B Laboratorios de Biotecnología's success is its transparency with consumers. Accordingly, A&B Laboratorios de Biotecnología delivers product information by uploading videos and technical factsheets, which include the products' ingredients, on its website. A&B Laboratorios



For more information about A&B Laboratorios de Biotecnología visit www.ab-laboratorios.com/en/

de Biotecnología has also integrated into its communication strategy a 'Supply Responsible Agreement' through which the company communicates to its clients the environmental and safety improvements of its products, EU Ecolabel licence updates, and results from the ecodesign process. The EU Ecolabel contributes to the success of A&B Laboratorios de Biotecnología by providing consumers with assurances that the products they choose are environmentally sustainable and of good quality.