

EU Ecolabel Ambassador: Maison Verte

Company name: Maison Verte (Swania Group)

Product category: Cleaning products

Country of origin: France

License holder since: 1997

Website: <http://www.swania.fr/>

Available throughout the EU and worldwide



The EU Ecolabel as a driver in Swania's Environmental Strategy

The Swania Group was founded in 2015 with the acquisition of three iconic household maintenance brands originally owned by Reckitt Benckiser and widely loved by French consumers: Maison Verte, O'Cedar and Baranne. Since 2017, the brand YOU, has completed this portfolio with its acquisition from the company Mapa Spontex. Amongst these four brands, Maison Verte is a pioneer in eco-friendly cleaning products in France, and was the first EU Ecolabel licence holding company for laundry detergents in 1997.

Swania's team led an internal assessment of the brand in order to judge the relevance of maintaining the EU Ecolabel certification for the few certified products under the new Maison Verte range. It was concluded that in order to preserve brand credibility and product competitiveness in the cleaning product industry, the Maison Verte brand would not only continue to have the EU Ecolabel for the existing certified products, but would also take the necessary steps to certify most of the brand's products.

In fact, Isabelle Flory believes that the EU Ecolabel is comparable to the AB organic label for food products, considering it as the reference label in the B2C cleaning product industry as its criteria are progressive, yet realistically attainable by companies. It is also the only ecological label, which asks for the same efficacy level as the non-green product leaders of the market.

Within only three years from the launch of this initiative, most of Maison Verte products either have, or are currently undergoing assessment by France's certification body in order to acquire the EU Ecolabel. By achieving a high percentage of certification for Maison Verte products, Swania believes that it will further instill confidence in their clients, which are some of France's biggest retailers, ensuring their products remain and continue to grow on supermarket shelves.



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The EU Ecolabel is the most reliable and attainable environmental certification in the detergent industry
Isabelle Flory, R&D Manager Swania
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Maison Verte believes that the continued consumer push towards sustainable products that address trending issues such as the presence of allergens and endocrine disruptors, will further drive supermarkets to seek out eco-friendly products to stock their shelves. This will place positive pressure on the B2C market to supply this demand. For example, through EU Ecolabel compliance, Maison Verte and other EU Ecolabel detergent companies are focused on finding sustainable solutions to create product formulas free from many well-known and toxic preservative agents that are present in most conventional detergents.

High Potential for Partnerships Between EU Ecolabel Detergent Companies and the Cleaning Service Industry

Looking ahead, Maison Verte eagerly awaits the adoption of the new EU Ecolabel Cleaning Services criteria, which will be open to all B2B and B2C cleaning service companies. As all EU Ecolabel professional detergent products, including Swania's Maison Verte professional and consumer detergents are fully in line with the product requirements outlined within the Cleaning Services criteria, there is great potential to create new and lasting synergies between existing EU Ecolabel detergent companies and the cleaning service industry. In fact, a minimum of 50% of all cleaning products used by an EU Ecolabel Cleaning Service must have either the EU Ecolabel or another type I ecolabel. As market presence of EU Ecolabel detergents is established, cleaning services will be easily able to meet this requirement by collaborating with companies like Swania and to its brand Maison Verte.