

EU Ecolabel Ambassadors: Kruidvat & Essity

Company names: Kruidvat & Essity partnership

Product category: Absorbent hygiene products

Country of origin: Netherlands and Sweden

License holder since: 2017

Website: <https://www.kruidvat.nl/>

<https://www.essity.com/>

Available in The Netherlands, Belgium, Northern France



Kruidvat and Essity Meet Consumer Demand for Sustainable EU Ecolabel Diapers

In 2017, Essity, a Swedish world leader in personal care, consumer tissue and professional hygiene products partnered with Kruidvat, a popular Dutch retailer to produce EU Ecolabel baby diapers. This partnership strengthens both companies' complementary missions which embrace sustainability as a core value.

Over the years, Essity has achieved the status of a pioneer in innovative and sustainable product development, while Kruidvat's four pillar CSR strategy (marketplace, environment, community, workplace) takes a holistic approach to social development and environmental impact. Both companies are driven by sustainable production and innovation to meet consumer demand for sustainable baby care products, and are truly committed to playing a role in meeting the worldwide challenges determined by the 17 UN Sustainable Development Goals.



The awarding of Kruidvat's diapers with the EU Ecolabel in July 2017 reconfirmed Kruidvat's commitment to sustainability. The EU Ecolabel helped Kruidvat achieve 86% use of recycle and certified paper in their own brand Health & Beauty products in 2017, with an aim of 100% in 2018. Amongst these initiatives, both organisations take part in social development actions. For example, Essity has partnered with the UN to engage a global dialogue on the importance of hygiene, health and their link to well-being, while Kruidvat has used their extensive communication power in The Benelux focusing on well-being and promulgating healthy choices.

Essity has set clear environmental targets for its production process: a 20% reduction of CO2 emission from fossil fuels, purchased electricity and heating by 2020; certification of all raw wood fibre-based raw materials with FSC or PEFC and finally, collecting waste from production sites by 2030 for energy recovery. Since 2017, Essity has already recovered 1 million tonnes of waste from their production sites to be used as raw materials for other industries.

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“ We have received positive feedback for our EU Ecolabel baby diapers from the B2B market, midwives and young mothers who are happy to have sustainable alternatives.
- Kruidvat ”



Kruidvat has impressive waste management practices, with an 87% on-site recycling rate. Progress has also been achieved in other areas, for e.g. in 2017, Kruidvat was using 80% sustainable palm oil, compared to 22% in 2016.



Through their partnership, Kruidvat and Essity strive to inspire a transition towards sustainable and health-conscious practices within the baby care industry. On Kruidvat's EU Ecolabel diapers, for example, no fragrances or dyes are added on any part of the product that comes in direct contact with the infants' skin. On Kruidvat's EU Ecolabel diapers, for example, no fragrances or dyes are added on any part of the product that comes in direct contact with the infants' skin. The production sites respect specific thresholds for material. Efficiency and final products are measured for fitness of use and quality through testing of skin dryness, absorption and leakage protection, fit and comfort, and overall performance.

Both companies found that acquiring the EU Ecolabel for their baby diapers was an efficient and viable solution. In fact, after trying to independently implement sustainable solutions for the production of its diapers through the reduction of thickness and dye use, Jurjun Ypma, Commercial Director Retailer Brands for Essity BeNeLux, found that following the EU Ecolabel criteria was a straightforward tool to ensure the environmental- and health-related robustness of its actions.

Kruidvat has received positive feedback from the business-to-business market, where professionals use their EU Ecolabel diapers and see them as a unique selling point. Medical professionals and young parents are also happy with the sustainable alternatives for conventional diapers and have let Kruidvat know that sustainability is an important topic for them. A market study conducted by Essity found similar, favourable results for the EU Ecolabel and positive returns from consumers.

Furthermore, the EU Ecolabel has helped generate a positive trend for transparency throughout Essity's supply chain, through its requirements on enhancing data collection and sharing processes, as well as optimising traceability and transparency amongst its suppliers. Kruidvat and Essity believe that in addition to meeting consumer demand for sustainable diapers, it also serves the interests of the business-to-business market which seek to purchase more health-conscious and environmentally friendly products.

