



EU Eco-label

APPROVED PRODUCT GUIDE



One world – your world

The Eco-Label Flower

Take the time to learn about the Eco-label Flower as we hope it will blossom and save the world. This flower is an official stamp of eco approval and we are proud to display it on our green products.

The Flower logo can be found on all sorts of products, ranging from a Selden kitchen cleaner to a washing machine. Look out for the Flower – you may even find it at your campsite!

The European Eco-label has been designed for a better, safer world.

Better – because the Eco-label Flower is only awarded to goods meeting strict criteria limiting its impact on the environment.

Safer – because the criteria will minimise harm to the environment

The Eco-Label criteria apply to every stage of the product's life, from manufacture through to disposal, and cover relevant impacts, such as energy water and chemicals.

Eco-labelled detergents and cleaning products achieve high levels of biodegradability;

We fully support the Eco-label scheme as we believe it can make a difference. The voluntary scheme is designed to encourage businesses to market products and services that are kinder to the environment. Just as important, consumers can easily identify them.

We're proud to be part of the Eco-label Flower drive. As well as the European Union, the Flower can be found as far away as Iceland and Liechtenstein. Let us know where you see the flower.

The Flower guarantees:

- Reduction or prevention of the risks to the environment and for human health, related to the use of hazardous substances.
- Limited use of substances harmful to the aquatic environment.
- Increased biodegradability.
- Reduction of packaging waste.



Eco-label Flower –
the official EU mark for greener products

Eight steps to green heaven

We don't promise that we can change the world – but here at Selden Research we pledge to do what we can. That means throwing our weight behind the Eco-label Eco Flower campaign. We're proud to be a certified ethical manufacturer and every single person working in our factory keeps that in mind. We strictly adhere to both the spirit and content of the DEFRA and British Cleaning Council promoted document Sustainable Cleaning which is freely available from environmentally certified companies.



This is why we have come up with our eight ways to make the world a greener place:

1 We set ourselves industry-leading standards

- IPPC – the environmental gold standard for manufacturing
- ISO 14001 – the environmental standard
- ISO 18001 – health and safety standard
- ISO 9001 the management standard



2 We minimise waste, packaging and transportation

Selden has an extensive bulk storage farm so we can buy key ingredients in bulk and/or concentrated form. In 2006 more than six million litres of chemical raw materials were delivered to the site with no associated packaging.



3 If it can be recycled, it will be recycled

We separate waste packaging and chemicals and either re-use the materials on-site or recycle them offsite.

4 Our chemical policy exceeds regulatory requirement

- Every ingredient meets our requirement for maximum biodegradability and minimum toxicity.
- We agree to all industry voluntary agreements to restrict hazardous chemicals
- We adhere to recommendations in the BACS/UKCPI "Sustainable Cleaning".



5 We don't expect others to clean up after us

We biologically treat effluent on site to release only pre-cleaned water into the sewer system.

- Unique biodegradation digests process effluent
- 90% biodegradation in 24 hours
- DTi funded as a demonstration project.

6 We conserve energy and preserve resources

Selden is committed to cutting use of water and energy through efficient manufacturing.

7 We strive to do better

We're innovative – by improving cleaning performance at lower dosages we reduce packaging and transport.

8 We work in partnership with our clients

We help train people to use our products to maximise efficiency without mis-use or wastage. We have developed Flagship a multi-lingual training support package and our training system COSHH+.



Safety first for Selden

Train to Gain

We believe the key to a successful cleaning regime is in the training. Our unique training and support kits prove our dedication to promoting the safe use of chemicals in cleaning. This is the reason we have developed COSHH+. This brilliant training programme will lighten the pressure on manufacturers, suppliers and contractors to comply with increased legislation. Once you have registered for iNform you will see how we have integrated COSHH+ into that software.

What is COSHH?

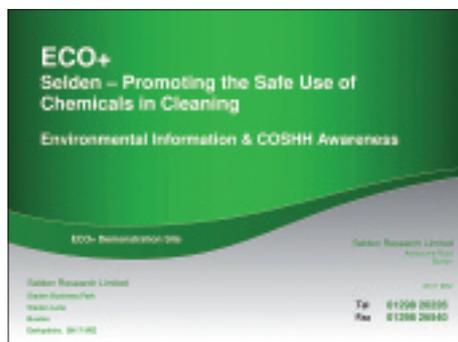
Control of Substances Hazardous to Health

Aim of COSHH?

- To protect people against risks to their health, whether immediate or delayed, from substances hazardous to health arising from a work activity.
- COSHH is a legal objective and requirement.
- It is there to enforce and raise safety standards in the workplace.
- It is there to reduce the frequency and severity of accidents involving chemicals and other hazardous substances.
- COSHH is based on identifying the hazard of a substance and then determining the risk.

COSHH+ consists of four components:

Microsoft Powerpoint presentation



Our software supremos have proved once again they always have your interests at heart. They have designed a fantastic system that automatically builds a custom presentation and supporting script.

The presentation has a clean, professional look, and uses simplicity to put across all the key points for training a cleaning operator.

The software is designed to recognise the products that YOUR company uses. Clever eh?

Trainer/presenter notes (to support the Powerpoint slides)

The presentation notes can be used as a script or just as a reference for the trainer. This ensures all key information is covered during the training session.

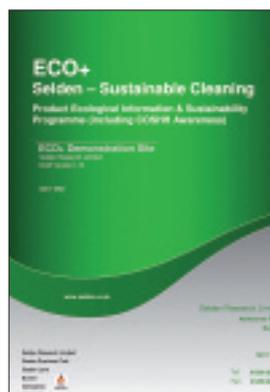
Even if you have never presented before, the script is written in such a way it will give you the confidence to stand up in front of a room full of people.



Trainee handouts

We don't just repeat the body of the presentation here – we take it a stage further and give your trainees tips on best practice and the do's and don'ts of cleaning.

These handouts will act as vital reference for the future.



Wallcharts and signage for the cleaning cupboards

COSHH+ generates simple, clear wallcharts and notices for your workplace. They provide a quick reference for dilution rates, health and safety advice, required PPE etc.

The charts carry your contact details and show your proactive support of your customers.



Celebrate success

At Selden we always like to celebrate success and have developed professional certificates for you to present to trainees. You see – we've thought of everything!



Golden rules of safety

ALWAYS

- ◆ ALWAYS treat all chemicals with respect - familiarity can breed complacency.
- ◆ wear protective equipment. Use eye protection, gloves, protective workwear, etc.
- ◆ obey instructions supplied with the chemicals - refer to labels and safety literature.
- ◆ replace closures on containers.
- ◆ store chemicals correctly.
- ◆ ensure that safe systems of work are implemented whenever chemicals are handled.
- ◆ know the emergency first aid procedures.

NEVER

- ◆ indulge in horseplay.
- ◆ smoke, eat or drink near chemicals: use only designated areas.
- ◆ mix chemicals unless specialised knowledge is available.

AVOID

- ◆ personal contact with chemicals. Protect the skin and eyes. Avoid swallowing / inhaling.

☛ **Pay attention to the particular hazards of individual chemicals. eg corrosives.**



Kitchen Cleaner and Degreaser

 **Eco-label Category:**
all purpose cleaner for kitchens



CODE: F224

Washing Up Liquid

 **Eco-label Category:**
hand dishwashing detergents



CODE: C190



- Emulsifies animal fats, grease, oil, blood, and protein with ease.
- Non Tainting
- Low Foam
- Suitable for use in scrubber drier machines



- Extra high dilution rates, extra low cost in use
- Money not wasted on unnecessary perfumes and dyes
- Concentrated tested and approved 1:50 dilution rate for maximum economy in use



- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Supported by COSHH+, formulated to offer minimum risk to users
- Uses highly active advanced ecologically sound detergents that are safe in use



- Stable, yet manageable foam level
- Excellent grease cut
- Non irritating



- Concentrated, very low cost in use 1:650 dilution rate



- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Neutral pH
- Supported by COSHH+, formulated to offer minimum risk to users
- Uses highly active advanced ecologically sound detergents that are safe in use



Washroom Cleaner

 **Eco-label Category: all purpose cleaner**



CODE: C188

Toilet Cleaner

 **Eco-label Category: Cleaner for sanitary facilities**



CODE: H057



- Cleans rapidly, free rinsing
- Controls and prevents lime scale build-up



- Highly economical, extremely effective low foaming formula ensures the minimum amount of time is spent cleaning
- Concentrated tested and approved 1:40 dilution rate for maximum economy in use



- Angle neck for ease of use
- Keeps lime scale away when used frequently
- Safe to use on stainless steel
- Clings to WC sides works under the waterline
- Clings to urinals
- Concentrated formulation



- Very effective cleaner, controls lime scale reducing the need for costly deep cleaning
- Will not damage surfaces



- Contains a low level of a naturally occurring organic acid
- Very low level of dye or perfume
- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Contains a low level of a naturally occurring organic acid
- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Supported by COSHH+, formulated to offer minimum risk to users
- Uses highly active advanced ecologically sound detergents
- Based on natural citric acid that is safe in use



- Supported by COSHH+, formulated to offer minimum risk to users
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Window Cleaner



Eco-label Category:
all purpose cleaner for windows



CODE: T139



- Vinegar based glass window and mirror cleaner
- Non smearing, versatile



- Concentrated and economical
- Rapid action grease cutting reduces cleaning time



- Perfume free
- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Trigger spray specially selected to minimise "misting" and product "bounce" to prevent inhalation
- Supported by COSHH+, formulated to offer minimum risk to users

Low Foam Hard Surface Cleaner



Eco-label Category: all purpose cleaner



CODE: C189



- Highly effective hard surface cleaner
- Low foam, suitable for machine use, especially scrubber dryers
- Easy to rinse, suspends soil brilliantly, delivers excellent results
- Suitable for trigger spray application (after dilution)



- Concentrated tested and approved 1:80 dilution rate for maximum economy and performance
- Highly active, highly effective. Cleaning time per square metre driven very low by low foam, free rinsing formulation



- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Supported by COSHH+, formulated to offer minimum risk to users
- Uses highly active advanced ecologically sound detergents



Multi Purpose Cleaner

 **Eco-label Category: all purpose cleaner**



CODE: F229

Ecofoam

 **Eco-label Category: liquid soaps**



CODE: C204



- The classic all round multi purpose cleaner
- Clean fragrance, high dilution levels
- Medium stable foam so users can see where they have been
- Rinses well, excellent soil suspension
- Suitable for trigger spray application (after dilution)



- Concentrated tested and approved 1:50 dilution rate for maximum economy in use



- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Supported by COSHH+, formulated to offer minimum risk to users
- Uses highly active advanced ecologically sound detergents
- Based on natural citric acid that is safe in use



- Soft quality feel to foam
- Purest possible compliant formula
- No unnecessary perfumes or dyes – simply pure
- Naturally formulated to be the best eco friendly hand cleaner



- Controlled scientifically calculated dose 0.5ml, 2000 shots per pouch



- Made from raw materials that are 100% biodegradable in both aerobic and anaerobic conditions
- Packaging recyclable, completely free of materials excluded by REACH
- Zero excess packaging used
- Fully compliant with all current and known future legislation
- Manufactured under ISO 9001 and ISO 14001 quality standards and IPPC licence



- Housed in a lockable impact resistant cabinet
- Controlled dose prevents over use

Eco-Label Criteria

Life Cycle Step	Criterion	Expectations
Manufacturing (formulation)	Safety of the product	<ul style="list-style-type: none"> The product shall not contain ingredients (substance or preparation) classified with any of the following risk phrases (according to Directive 67/548/EEC and its amendments) or any combination thereof: R31, R40, R45, R46, R49, R68, R50-53, R51-53, R59, R60, R61, R62, R63 and R64. No more than 10% (by weight) of VOCs with boiling point < 150°C. No dyes or colouring agents which are not permitted by Directives 76/768/EEC and 94/36/EEC, or are classified with R50-53 or R51-53 risk phrases according to Directive 67/548/EEC and its amendments. The product shall not be classified with R42 and/or R43 risk phrases, according to Directive 67/548/EEC, and shall not contain any substances or ingredient exceeding 0,1% by weight of the final product that is classified as R42 and/or R43 risk phrases (may cause sensitisation by inhalation and/or skin contact). Fragrances must have been produced or handled following the code of practice of the International Fragrance Association. No perfumes containing nitro-musks or polycyclic musks are allowed. Safety advice: <ul style="list-style-type: none"> - "Keep away from children" - "Do not mix different cleaners" - "Do not inhale the sprayed product" (for sprays).
Use	Consumer information for environmental use	<p>The following texts, or equivalent texts, shall appear on the packaging:</p> <ul style="list-style-type: none"> The text "Proper dosage saves costs and minimises environmental impacts". Dosage recommendations: <ul style="list-style-type: none"> - For all-purpose cleaners: exact dosage recommendation. - For concentrated cleaners for sanitary facilities: indication that only small quantities of the product are needed. Information and labelling of ingredients according to EC Regulation N° 648/2004. No claims of antimicrobial action.
Use	Performance and durability criteria	<ul style="list-style-type: none"> The product shall be fit for use, meeting the needs of consumers. The cleaning ability must be equivalent to or better than that of a market-leading or generic reference product, approved by a Competent Body, as well as better than pure water. For all-purpose cleaners and cleaning products for kitchens, fat-removing effects must be documented. For sanitary cleaning products and window cleaners, both calcium and fat-removing effects must be documented. Training on detergents for professional uses, including step-by-step instructions for proper dilution, use, disposal and the use of equipment, shall be offered for cleaning staff.
End of life	Limitation of the use of substances harmful for the aquatic environment	<ul style="list-style-type: none"> Critical Dilution Volume toxicity (CDVtox): <ul style="list-style-type: none"> - All-purpose cleaners: CDVtox < 20 000L/functional unit (f.u. = dose in g / L of water). - Cleaners for sanitary facilities: CDVtox < 100 000L/100g of product. - Window cleaners: CDVtox < 5 000L/100g of product. Total content of elemental phosphorus (P) (taking into account all ingredients containing phosphorus, e.g. phosphates and phosphonates): <ul style="list-style-type: none"> - All-purpose cleaners: P < 0.02g/functional unit. - Cleaners for sanitary facilities: P < 1.0g/100g of product. - Window cleaners: no phosphorus. Each surfactant shall be biodegradable under aerobic and anaerobic conditions. No APEOs and derivatives, EDTA, NTA. No quaternary ammonium salts that are not readily biodegradable. Some biocides to preserve the product are allowed, only in the appropriate dosage and if not potentially bio-accumulative.
End of life	Limitation of packaging waste	<ul style="list-style-type: none"> Sprays containing propellants shall not be used. Plastics shall be marked according to Directive 94/62/EC. Primary packaging parts shall be easily separable into mono-material parts. Recycled packaging labelled in conformity with ISO 14001.

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ISO 9001

ISO 14001

ISO 18001