

# B enefits

The environmental label shows that a product or service reduces the negative effects on the environment, human, health, climate and natural life in all processes from the raw material supply stage to the end of its life.

Creating  
market share  
branding and  
recognition

Increasing  
awareness with  
environmentally  
**friendly**  
products

Protection of the  
environment  
and human  
**health**

Conscious  
production and  
consumption



The Criteria for Giving the Environmental Label for the Laundry Detergent Products Group have been regulated in accordance with the Commission Decision of the European Commission, numbered 2017/1218/AB and 2017/1219/EU, within the scope of the Environmental Label Regulation. The aim is to increase the competitiveness of the industry, as well as to provide economic growth and employment, as well as environmental benefits.

# A pplication

The Laundry Detergent Products group criteria and application guidelines published by the Ministry are accessible on the official website <https://cevreetiketi.csb.gov.tr/>.

The Application Fee Receipt must be submitted to the Ministry together with the Application Form and the Application File, which is prepared in accordance with laundry detergent products group criteria published by the Ministry and contains the relevant statements and test results for each product and service.



**REPUBLIC OF TURKEY  
MINISTRY OF ENVIRONMENT,  
URBANIZATION AND CLIMATE CHANGE**

**General Directorate of Environmental  
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**Development of the Turkish Environmental  
Label System Project | LAUNDRY DETERGENT**

# What Is The Environmental Label?

Environmental label is a 4-year certificate issued by the Ministry of Environment, Urbanization and Climate Change in accordance with the Environmental Label Regulation published on 19.10.2018 for product/service groups suitable for consumer use.



Conscious consumer behavior in protecting the environment is becoming more and more important for a sustainable life. At this point, companies are required to contribute more in order to protect the environment in the products put on the market. The Turkish Environmental Label is also given to environmentally sensitive products/services and helps consumers in the decision-making process. Thus, market conditions are made more dynamic with an environmental focus.

The Environmental Label is given by the Ministry of Environment, Urbanization and Climate Change after extensive reviews. It is an encouraging element in increasing the environmental performance of enterprises and is a voluntary application.

# Laundry Detergent

Laundry detergents are products used for cleaning purposes both at home and in industrial or institutional areas. Laundry detergents reach their cleaning properties through surfactants. Thanks to their chemical structure, surfactants remove soil or water-insoluble structures from the surface they are on and prevent them from collapsing on the same surface, thus ensuring cleaning.

Detergent products constitute 88% of the cleaning products market in our country. The laundry detergent production capacity in Turkey is known as 3.2 million tons of powder detergent. In 2017, one million 120 thousand tons of laundry detergent and approximately 110 thousand tons of laundry additives were produced. Laundry detergents have a share of 41% in the total domestic consumption of cleaning products.

# Criteria

1. Dosage requirements
2. Toxicity to aquatic organisms
3. Biodegradability
4. Sustainable sourcing of palm oil, palm kernel oil, and derivatives
5. Excluded and restricted substances
6. Packaging
7. Fitness for use
8. User information
9. Information appearing on the Environmental Label

