

# EU Ecolabel Ambassador: Neutral®

**Company name:** Neutral

**Product category:** Textile

**Country of origin:** Denmark

**License holder since:** 2008

**Website:** [www.neutral.com](http://www.neutral.com)

*Available throughout the EU and worldwide*



## Environmental Certifications

Neutral's array of certificates which includes the EU Ecolabel cover all social, ethical and environmental aspects of clothing manufacturing and provide an external guarantee that Neutral clothing is amongst the most eco-friendly in the market. Neutral acquired the EU Ecolabel ten years ago in 2008, at a time when few products were environmentally certified, especially in the textile industry. Collaborating with international standards such as GOTS and Fairtrade, and searching for the most reliable labels such as the EU Ecolabel was Neutral's solution to being the most sustainable possible. The co-founders of Neutral particularly appreciated the regenerative design strategy chosen by the EU Ecolabel, which analyses the complete lifecycle of products.

## The EU Ecolabel's Dynamic Approach

Neutral believes that having a separate unit deciding the criteria and third parties controlling the certification makes the label particularly trustworthy. Furthermore, the EU Ecolabel's dynamism and progressive approach towards updating and strengthening the criteria every third year aligns with the company's values. Indeed, the EU Ecolabel pushes the brand to innovate constantly to reach an even more sustainable production. For instance, when the EU Ecolabel changed the criteria for chemicals used in the dyeing process, Neutral had to develop completely new dyestuffs together with their suppliers to meet the revised standard.

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“ We became EU Ecolabel certified ten years ago and ever since the label has pushed us to constantly search for new materials, measures and methods of production. ”



## Impact on Neutral's Value Chain

Acquiring environmental certifications forces all actors involved in the value chain to comply with strict regulations. In turn, this helps develop and transform new norms across different aspects of the production chain such as the farming of organic cotton and the dyeing of fibre with less toxic chemicals. Neutral has long lasting partnerships with their suppliers who are eager and willing to take the required steps to comply with the certification due to the company's proven commitment to sustainable production methods.

Neutral has found that the EU Ecolabel's impact is increasingly felt when selling and communicating their B2B products. Christina Larsen, Neutral's co-founder, explains that the credibility the label has gained from other sectors and products makes it easier to communicate its value in the clothing industry, where supply chain complexity makes it practically impossible to tell customers the full story.



Neutral's purpose is to make the most sustainable clothing possible. This is why the company became EU Ecolabel certified ten years ago, appreciating the way the standard pushes them to constantly search for new materials, measures and methods of production. These combined efforts have been rewarded by The Ministry of Foreign Affairs of Denmark, which awarded Neutral® the CSR Abroad Prize 2015 dedicated to companies promoting social responsibility and sustainable growth in the developing world.

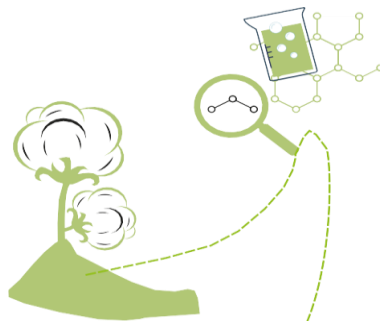
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Neutral® addresses environmental hotspots through EU Ecolabel criteria compliance



## Organic cotton for the reduction of the chemical use

Neutral products are sourced from 100% organic cotton, which complies with the EU Ecolabel's minimum threshold (95% organic cotton for t-shirts, women's tops, casual shirts, sleepwear and undergarments). Indeed, Neutral cotton farmers use biological fertilisers (earthworms) and natural pesticides such as sugar water, which attracts ants who defend the cotton plant. This means cleaner rivers, a richer biodiversity and toxic free handpicking by the farmers.

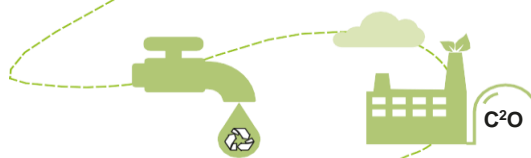


## Eco-friendly dyes

The EU Ecolabel requires Neutral to demonstrate evidence of an energy and carbon dioxide emissions management system with a minimum number of Best Available Techniques, for example: sub-metering, the insulation of pipework, valves and flanges or the installation of heat recovery. Furthermore, the total emissions of organic compounds from textile printing and finishing production sites used to manufacture EU Ecolabel products must not exceed 100 mg C/Nm<sup>3</sup>.

## Waste & water management

Neutral treats and reuses wastewater according to the highest industry requirements demanded by the EU Ecolabel (wastewater discharges must not exceed 20 g COD/kg textile). A set of Best Available Techniques proposed by the EU Ecolabel must also be respected, such as the use of cooling water as process water or 'smart' rinsing technologies with water flow controls and counter currents.



## Energy & air pollution

The EU Ecolabel requires Neutral to demonstrate evidence of an energy and carbon dioxide emissions management system with a minimum number of Best Available Techniques, for example: sub-metering, the insulation of pipework, valves and flanges or the installation of heat recovery. Furthermore, the total emissions of organic compounds from textile printing and finishing production sites used to manufacture EU Ecolabel products must not exceed 100 mg C/Nm<sup>3</sup>.

## Product durability

The strict durability criteria enforced by the EU Ecolabel provides a third-party guarantee of product quality. The EU Ecolabel uses international testing methods such as ISO 105 C06 and ISO 105 E04 (tests for colour fastness) to ensure that Neutral products have long life spans.

