



# Blue Angel News

NEWSLETTER 2020 SPRING EDITION

**Dear licence holder,**

Has this newsletter reached you in your home office? The Blue Angel team is also working from home but is still ready and available to support you and now even has a new service number for any questions you may have about certification.

Despite the restrictions due to corona, we are still processing applications from our licence holders with great enthusiasm and continue to passionately stand up for the environment. Stay healthy and remain connected to the Blue Angel!

**Your Blue Angel Editorial Team**



left to right: Dr. Ralf-Rainer Braun (Jury Umweltzeichen), Dr. Ulf Jaeckel (Federal Ministry for the Environment) and Rüdiger Wollmann (RAL gGmbH)

## Best Brands Award – Blue Angel amongst the top 10

Germany's best brands were honoured with the Best Brands Award for the 17th time on 19 February 2020. We are delighted that the Blue Angel was ranked amongst the top 10 in the category for best sustainability organisation.

In a representative study, 14,000 consumers were surveyed by Germany's largest market research institute GfK. The responses made pleasant reading: The environmental label continues to have a very high level of brand recognition with 90% brand awareness.



## New product groups in the IT sector

The Blue Angel is now also available for Resource and Energy-Efficient Software Products, Server and Data Storage Products and Climate-Friendly Colocation Data Centers.

### **Resource and Energy-Efficient Software Products (DE-UZ 215)**

Software influences the energy consumption of hardware and consequently determines how quickly computers, notebooks, tablets and smartphones need to be replaced with new ones. Products that use energy and hardware resources in a particularly efficient manner and enable a long service life can now be awarded the Blue Angel.

### **Server and Data Storage Products (DE-UZ 213)**

The demand for the central processing and storage of data is increasing and thus so is the energy consumption. The Blue Angel for Servers and Data Storage Products sets high minimum requirements for the energy and material efficiency of servers, data storage products and power supply units, as well as for the elimination of pollutants in plastic materials.

### **Climate-Friendly Colocation Data Center (DE-UZ 214)**

The importance of colocation data centers has increased significantly in recent years. Energy consumption and the demand for raw materials have thus also increased. This new product group thus only focuses on the building technology and areas that colocation suppliers can influence. This is an addition to the already existing product group "Energy Efficient Data Center Operation" (DE-UZ 161).



**COR**



**MORGENSTERN**

*life is beautiful*



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## Many certificates were presented at various trade fairs in January

At the beginning of the year, a total of five ceremonies to present Blue Angel certificates were held at the following international trade fairs:

**imm Cologne 2020, Cologne:** The furniture manufacturer **COR** and the upholstery manufacturer **himolla** both received Blue Angel certificates for their innovative and environmentally friendly furniture at the furniture trade fair.

→ More information on [DE-UZ 117 \(Environmentally Friendly Upholstered Furniture\)](#)

**Heimtextil 2020, Frankfurt:** Two ceremonies were also held in Frankfurt to present a certificate to the manufacturer **billerbeck** for their eiderdown quilts and pillows and to present the certificate for baby and children's clothing for the first time to the family-run company **Morgenstern**. The certification criteria cover the entire textile chain from the raw fibres through to the end product.

→ More information on [DE-UZ 154 \(Environmentally Friendly Textiles\)](#)

**Paperworld 2020, Frankfurt:** Another certificate was also presented in January to **Schneider Schreibgeräte**, this time for the first ballpoint pen to be certified with the Blue Angel. Resource-conserving and environmentally friendly production and refillability using different types of refills are just some of the strict requirements.

→ More information on [DE-UZ 200 \(Writing Utensils Stamps\)](#)

## **New function in the product information section**

As before, you can use the product information section to advertise your products and services quickly and effectively. Environmental protection and sustainability are factors that have influenced the purchasing decisions of many customers for a long time. That is why you should utilise this free communication channel on the frequently visited Blue Angel website to indicate that you use natural resources in a responsible way.

**Manufacturing companies (licence holders) are now able to easily upload product information for their customers (licence users) with immediate effect:**

- ✓ Texts
- ✓ Links
- ✓ Photos
- ✓ Videos
- ✓ EAN/GTIN

Select the relevant contract in the “PRODUCTS” section and directly upload the product information. This video shows you the best way to present your product information. [Video](#)

## **Now even more service provision for certification**

Do you have any questions about the Blue Angel? We're here to support you!

- ✓ New service number at RAL gGmbH [+49 \(0\)228 68895-190](tel:+49022868895190)
- ✓ 100% availability for customer service
- ✓ Mon-Thur: 9 a.m. to 5 p.m. Fri: 9 a.m. to 3 p.m.

**We look forward to receiving your call!**

# Imprint

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