



Blue Angel News

NEWSLETTER SPRING 2022

Editorial

Dear Licence Holders,

We hope you have started the new year full of energy and zest! Now spring is already around the corner and with it spring cleaning. This is also our first focal topic in consumer communication via social media, our website, media work and radio clips. But not just for us the topic also plays a major role in retail, as you will find out below with the example of Edeka.

Additionally, we have news for you from our label holders, such as FairCup, and on the certification of the Fairphone 4. Other topics include an update on e-commerce, a report on the Summit Masterclass, a review of the Advent calendar and interviews with the Lokay print shop and author Katja Brandis. In a report on the most recent meeting of the Eco-label Jury, we introduce you to the new eco-labels. And last but not least, some information on our own behalf.

We wish you a sunny, warm start to spring and, once again, enjoyable reading.

Yours sincerely,
the Blue Angel Team



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Sustainable spring cleaning

Spring is on its way and when you look through the sunlit windows, you realise that it's time for spring cleaning once again. This year, the retail sector has also embraced sustainable spring cleaning. Edeka Südwest, for example, has designed its own website with many tips for environmentally friendly practices. The campaign was accompanied by posts on Instagram and Facebook.

[Find out more](#)

[Click here to go to the spring cleaning website](#) (only available in German)



© Bäckerei Bergmann & Sohn GmbH

Reusable cooperation

The reusable supplier FairCup and the bakery Bergmann have started a cooperation in Thuringia to promote the reusable deposit cup - certified with the Blue Angel - in the federal state. The new reusable option is now being advertised in a total of 50 branches.

[Find out more](#)



Update Blue Angel e-commerce data service

More and more online retailers and marketplaces are using the Blue Angel e-commerce data service for product data matching and verification purposes. The downloadable export file with daily updated product data already has more than 27,000 data records and is growing steadily.

At the request of many users, the content of the product data service has been expanded once again. A total of 21 data characteristics including commodity codes are now available. You can find more information on this in the flyer "[E-Commerce Data Service for Online Traders and Marketplaces](#)".

This makes our advice to all label holders all the more important: Without registered commodity codes (GTIN/EAN/UPC) and item names, your Blue Angel certified products may not be displayed by online retailers under their sustainability search filters or with the Blue Angel. You can make the corresponding entries quickly and easily in the Blue Angel [product information area](#).



© Dr. Kristin Stechemesser

Summit Masterclass

The Blue Angel participated in the Summit Masterclass in Berlin on 15 March. The focus was on the issue of reusing used textiles. From 2025, there will be a Europe-wide obligation to collect used textiles separately. But what should happen to these textiles? Dr Kristin Stechemesser from the Blue Angel team gave input from the perspective of the Federal Environment Agency and the Blue Angel for textiles. The participants from Germany and the Netherlands included textile manufacturers, retailers, mail order companies, as well as recyclers and representatives from politics.

[Find out more](#)



© Photo „Fairphone“

Blue Angel for sustainable smartphone

Mobile phones are now a constant companion in everyday life. Whether for making phone calls, browsing or taking photos - the mobile phone is always with you. Fairphone is now proving that you can also choose sustainable devices when buying a smartphone: Its newly developed "Fairphone 4" was awarded the Blue Angel eco-label.

[Find out more](#)

A graphic on a dark teal background. On the left, a blue square contains the white number '3'. To its right, a white, torn-edge paper banner contains the text 'Fragen an: Lokay' in blue. The banner is decorated with a yellow leaf on the top right and a blue leaf on the bottom left.

3 Fragen an: Lokay

3 questions for Lokay: Video

In our interview series, Jonas Muhly from the environmental printing company Lokay answers three questions about the Blue Angel: Why they chose our eco-label, what it accomplished and what they would like to see in the future.

[Find out more](#)



Katja Brandis, Photo © Petra Haidn

Video interview with Katja Brandis

On the occasion of the new release of the series finale "Seawalkers - Im Visier der Python", we spoke with Katja Brandis. The popular author of books for young readers not only regularly writes bestsellers, but is also a committed champion of nature conservation in her books. So it was obvious to Katja Brandis that her books should also be produced as environmentally friendly as possible and be certified with the Blue Angel.

[Find out more](#)



Meeting of the Eco-label Jury - new eco-labels adopted

At its winter meeting on 7/8 December, the Eco-label Jury decided on criteria for three new eco-labels. This concerns the areas of underwater coatings and other fouling protection systems, dust separators for log-burning single-room furnaces as well as thermal papers. There is also a new testing mandate for artificial turf systems for sports facilities. The criteria for other eco-labels were updated. For more information, see:

[Find out more](#)



Advent calendar

We want to look not just ahead, but also at what has been achieved: Such as the 2 million people we reached with the Advent calendar via our social media channels last December, as well as the 344,442 participants in the raffle. During the calendar period, we gained many new followers and likes. Our fans were most active on Facebook on 6 December: On that day alone, the link to the Advent calendar was clicked 277 times.



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On our own behalf

Christoph Eßer-Ayertey is the new head of the "RAL Environment" department at RAL gGmbH and thus succeeds Henning Scholtz as head of the certification body for the award of the Blue Angel and EU Ecolabel eco-labels in Germany. Mr Eßer-Ayertey was most recently globally responsible for accreditations and certifications at TÜV Rheinland AG and has many years of experience in the field of certifications.

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