

11<sup>th</sup> December 2024



# When beauty meets green: the EU Ecolabel for cosmetic products

## Success is green: Kroll EU Ecolabel journey



# About Kroll



Founded in 1979 in the area around Venice



We are a cosmetics company specialized in the production of rinse-off articles



For professional sectors, such as Ho.Re.Ca, schools, communities, DIY, automotive and industry



Our mission is to guarantee high quality and high efficiency products while respecting mankind and the environment

# Road to EU Ecolabel



Kroll Foundation

1979



Products with only natural vegetable raw materials from renewable sources

1986



EMAS  
VERIFIED ENVIRONMENTAL MANAGEMENT  
IT-000139

First Italian cosmetic company certified EMAS



CERTIFIED QUALITY MANAGEMENT SYSTEM  
UNI EN ISO 9001:2015



CERTIFIED ENVIRONMENTAL MANAGEMENT SYSTEM  
UNI EN ISO 14001:2015

ISO 9001 and ISO 14001-certified company

2002

1999

Founding members of Kyoto Club Italia



2008

First Italian cosmetic company certified Ecolabel



Better for the environment...

- Low impact on aquatic environment
- High standards of biodegradability
- Limited packaging waste

...better for you.

EU Ecolabel : IT/030/001



## Challenges

Formulations  
Efficiency

Commercial  
Commitment

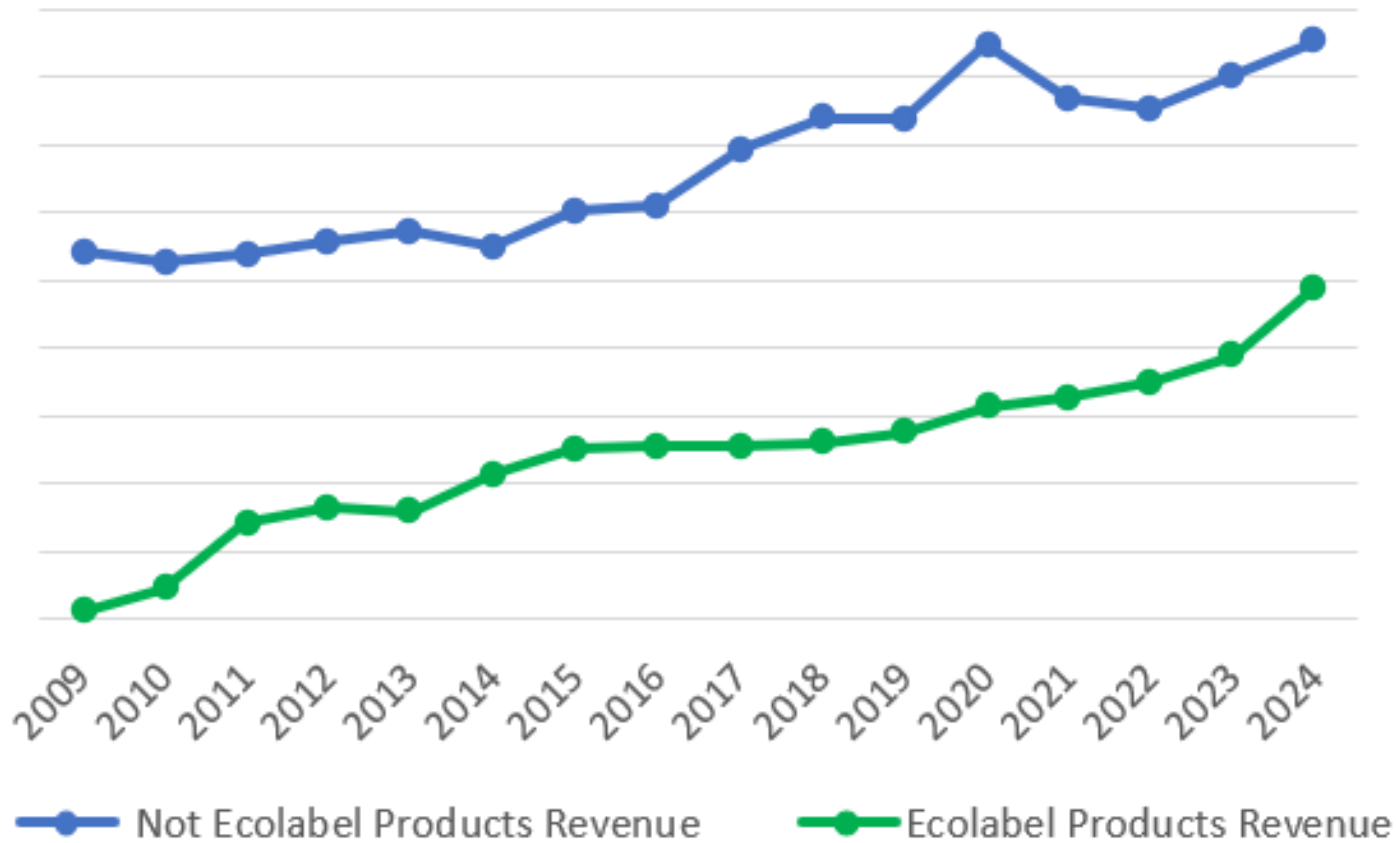


## Benefits - opportunities

Low Environmental  
Impact

Sales Opportunities

# Ecolabel sales growth



Ecolabel sales have been continuously growing



# Thank you for listening!

Contact us:



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