

# Information sheet

Xindao has set new goals for our sourcing team with the aim to increase the number of sustainable products in our collection, we call these products **Eco+**

To define what an Eco+ product is we have selected 4 criteria:

- **Conscious Lifestyle products:** replacing single use items by items that have a longer use, a shower coach to use less water, a tire gauge to keep tires pressurized and thus using less petrol.
- **Low or Less impact on raw materials:** easily recyclable products, products made from recycled or residual material
- **Sustainably managed source:** for instance the use of FSC paper or products from sustainably managed factories;
- **Reducing Carbon Footprint:** less impact on transportation or the production processes

Each Eco+ product has to contain at least 1 of these criteria.

The slogan 'Responsible Choice' indicates that by choosing an Eco+ product our customer is aware of making a choice for less impact on the environment.

## FAQ about Eco+

**Q: Why did we choose the name Eco+?**

**A:** The name 'Eco' because they are ecologically friendlier products, and '+' because they add an extra dimension to our collection

**Q: Is Eco+ a brand?**

**A:** No, Eco+ is a label given to products from our collection which fit at least one of the criteria

**Q: Is Eco+ a separate product group**

**A:** No, Eco+ products are a part of our whole collection

**Q: Can XDDesign, Swiss Peak or XDXclusive also be Eco+?**

**A:** Yes, the Eco+ label can be awarded to any item in the whole collection

**Q: Why four criteria?**

**A:** We selected these criteria because improving on these has a large sustainability impact

**Q: Does Eco+ always refer to the material which a product is made of?**

**A:** No, an Eco+ product has to match at least one of four criteria, this does not need to be material

**Q: Can you give an example of the previous question about materials?**

**A:** Yes, a shower coach can reduce the amount of water you use (conscious lifestyle) but is not necessarily made of recycled or Eco materials.

**Q: How do you know which products are Eco+?**

**A:** Eco+ products can be selected specifically in the webshop

**Q: How do you know the Eco+ criteria per product?**

**A:** You can check this with your sales contact person

**Q: Isn't XDeco in use anymore?**

**A:** No, for now we are not using this name anymore

**Q: Is the packaging of Eco+ products different?**

**A:** Every Eco+ product has the logo on the outside of the box, either on the side or the back

**Q: Is Eco+ mentioned in the catalogue?**

**A:** Yes, there is a small Eco+ logo which appears with designated products both in the webshop and in the catalogue.

**Q: Is there more information about Eco+ in the catalogue?**

**A:** Yes, there is a separate page with explanation of Eco+ and the criteria

For more information or specific questions, you can contact your Back Office team!