

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 2 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 & safe materials:** easily recyclable products, products made from recycled or residual material, products not containing hazardous materials.

In 2019 when we introduced Eco+ we had four criteria, including 'product from a Sustainably Managed Source' and 'Reducing Carbon Footprint'. During the year we concluded that it was not possible for us to measure these two criteria sufficiently to make an honest selection, and have changed this for 2020.

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 XDesign, Swiss Peak or XDXclusive also be Eco+?

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

Q: Why two 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 the two 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!