

Information sheet

Xindao is continuously reviewing its sourcing criteria for more sustainable products. We have recently done a complete overhaul of our criteria for the products under our Eco+ label.

To define what an Eco+ product is we have selected 2 criteria,

- **Impact products:** products which are made of materials for which we can trace and verify the sustainable origin, through the Aware tracer technology. Being able to claim 100% recycled content.
- **Safe materials:** products which do not contain hazardous materials, such as PVC, and are safe for the environment and the health of the user

From the moment we introduced Eco+ in 2019, we have changed our criteria to match ongoing progress in knowledge, regulations and stakeholder input. We want to keep ahead of the game and therefore need to be critical of our own performance.

Each Eco+ product has to contain at least 1 of these two criteria. We expect to increase the collection steadily. 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 verifiable 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 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: Yes, as we have adjusted the definition, the current focus is on materials.

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

A: Eco+ products can be selected specifically in the webshop through a filter

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

A: You can check this with your sales contactperson

Q: Isn't XDeco in use anymore?

A: No, 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.

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