



# Blue Angel News

NEWSLETTER 2019 WINTER EDITION



## New video – the product information section explained in 2 minutes: It's really easy

**Is your product information section still empty?** You can quickly and effectively advertise your products and services here:

[www.blauer-engel.de/your-products](http://www.blauer-engel.de/your-products)

**Environmental protection and sustainability are factors that have influenced the purchasing decisions** of many customers for a long time. That's why you should utilise this free communication channel on the frequently visited Blue Angel website to indicate that you use natural resources in a responsible way.

**Entering your information takes no time at all:** Create an account and simply upload your logo, photos, product description and links to your website, shopping portals, etc.

[Link to the video ...](#)



## Blue Angel Advent Calendar

From 1 December, opening the doors on the advent calendar will reveal practical household appliances, technical devices and lots more...

If you also want to show your customers and followers that environmental and health protection is an issue close to your heart, make this clear by sharing this beautiful advents calendar:

[www.blauer-engel.de/adventskalender](http://www.blauer-engel.de/adventskalender)

[www.instagram.com/blauerengel\\_umweltzeichen](https://www.instagram.com/blauerengel_umweltzeichen)

[www.facebook.com/blauerengel](https://www.facebook.com/blauerengel)

[www.twitter.com/umweltengel](https://www.twitter.com/umweltengel)

You can of course also design your own posts. We have provided you with image material that is available to download free of charge here:

[www.blauer-engel.de/adventskalender-keyvisual](http://www.blauer-engel.de/adventskalender-keyvisual)

[www.blauer-engel.de/adventskalender-socialmedia](http://www.blauer-engel.de/adventskalender-socialmedia)

We would like to once again thank all of the companies involved for participating in this year's calendar with these wonderful products.

Good for me. Good for the environment.



## A look ahead: The Blue Angel is exhibiting at the Heimtextil and Neonyt textile trade fairs

The Blue Angel is awarded to textiles that are manufactured in accordance with strict environmental standards. In addition, the products also have to demonstrate good performance characteristics.

The Blue Angel for Textiles (DE-UZ 154) places requirements on the entire production process and certifies textiles made out of both natural and synthetic fibres. If you want to learn more about the criteria, this [webinar](#) recorded on 17/09/2019 describes the entire application process for you:



We are once again exhibiting at the [Heimtextil](#) trade fair (07-10/01/2020) in Frankfurt am Main (Messe Frankfurt, Hall 12.0 Stand A30B). Heimtextil is the biggest international trade fair for home and contract textiles. As part of Berlin Fashion Week, we are also once again exhibiting at the world's biggest trade fair for sustainable fashion: [Neonyt](#) (14-16/01/2020), which is being held this year at Tempelhof Airport.

# WORTH KNOWING

## **More Blue Angel writing utensils from Schneider**

Another five writing utensils from Schneider Schreibgeräte GmbH have been awarded the Blue Angel Ecolabel for Writing Utensils (DE-UZ 200). This traditional company based in the Black Forest now also offers fineliners, highlighter pens and fibre pens that have been certified with the Blue Angel. The materials used have particularly low levels of harmful materials and stand out primarily due to the use of bioplastics for the barrel and cap, as well as the use of at least 50% recycled post-consumer materials in the plastic packaging.

## **A look back: The Blue Angel provides information at consumer trade fairs**

In order to promote a climate friendly future, the Blue Angel also participated in the **11th Hamburg Climate Week**. In the sustainability tent, we informed the citizens of Hamburg about the Blue Angel and certified products.

At the **Parent Blogger Café** networking event, we actively engaged and exchanged ideas with mummy and daddy bloggers on family themes and environmentally conscious consumption. Parents have a fundamental interest in sustainability and, especially in the blogger scene, environmental protection is not only regarded positively but is also becoming an increasingly important trend.

At the **Heldenmarkt** (Germany's leading consumer trade fair for sustainable consumption) in **Berlin**, we informed visitors about the diverse range of products certified with the Blue Angel and explained how every single person can contribute to climate protection by consuming environmentally friendly products.

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