



Consultation Webinar

Printing companies and printed
matter – generation 6 to 7



Agenda

- The Nordic Swan Ecolabel
- Information about the consultation
- The most important changes
- Next step



Practical information

- The presentation will be recorded and placed on the consultation webpage after the webinar
- The presentation slides will be shared with you after the session
- Please feel free to ask questions after the presentation
 - Don't forget to add any comments in your consultation response as well
- If you would like to discuss any part of the consultation proposal in more detail, we kindly refer to a one-to-one dialogue afterwards.



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The official ecolabel of the Nordic countries

Type 1 ecolabel (according to the ISO 14024 standard)





40 000

Nordic Swan ecolabelled products and services



A woman with a braid, wearing a green tank top and shorts, is walking on a dark sand beach holding the hand of a small child in a striped shirt. They are walking away from the camera towards the ocean. The background is a calm sea under a hazy sky.

97%

of Nordic consumers
recognize the Nordic
Swan Ecolabel

81%

trust that a Nordic Swan
Ecolabelled product is a
good choice for the
environment

New EU legislation

Empowering Consumers from September 2026

- Official type 1 ecolabels like the Nordic Swan Ecolabel and the EU Ecolabel already comply with the new legislation and can continue to make **generic green claims**;
 - Nordic Swan Ecolabelled printing company/printed matter is *less harmful to the environment*
 - Nordic Swan Ecolabelled printing company/printed matter is *better for the environment*
 - Nordic Swan Ecolabelled printing company/printed matter *meets strict environmental requirements*
- According to the new legislation, other ecolabels must be certified according to e.g. ISO 17065 to continue to use their label for marketing.
 - However, they must not communicate the same as the Nordic Swan Ecolabel and the EU Ecolabel (as mentioned above).
 - No other brand can communicate the strong generic green claims under the new legislation.



Hard to get.
Easy to choose.



Information about the consultation



A white swan is swimming on a dark, rippling body of water. The water is dark with some lighter, brownish-green patches, possibly reflecting the sky or surrounding environment. The swan is in the lower-left quadrant of the image, leaving a small wake behind it.

Information about the consultation

- You are welcome to respond to the proposal no later than **9 October 2026**.
- We look forward to receiving your response via this form: [RESPONSE FORM](#).
- If you are unable to do so, you may submit your response by email to consultation@nordicecolabel.org
- You can give your response in English or your Nordic language.
- A compilation of the consultation responses, with answers from Nordic Ecolabelling and the names of the responding organisations, will be published on the Nordic Swan Ecolabel web page.
 - Do not include confidential information in your response.

The most important
changes



The criteria focus on the main environmental impacts associated with the life cycle of printed matter and promote circular economic aspects

Both requirements to the **printing company** itself and the **printed matter**.

Important environmental aspects:

- Procurement and use of responsible produces paper and substrates other than paper such as textile, plastic and board materials
- Energy use and effect on climate
- Chemicals used in the production of printed matter
- Emissions – health
- Waste management – effective use of substrates, product recyclability and waste management system

Environmental aspect





Overview of most important changes in the consultation proposal

- O6 Inspected/Ecolabelled paper
- O7 NEW requirement for rigid substrates
- O13 Energy use
- O16 Strategic goals – waste sorting
- The point requirements and point structure

This means that most requirements are unchanged compared to gen. 6 e.g. the chemical requirements

- Declared chemicals and substrates are available for applicants in the re-certification process

A close-up, slightly blurred photograph of a paper mill's machinery. Large metal rollers and a complex mechanical assembly are visible, with a sheet of paper being processed. Yellow warning labels with the words "CAUTION" and "ROT" are attached to parts of the machinery.

O6 Inspected and Ecolabelled paper:

- The requirement (share of inspected and Ecolabelled paper) has been strengthened from min. 60% to min. 70%.
- The weight factors on different types of paper are unchanged
 - The proposed level of 70% is based on reported data (yearly follow-up 2025) from 110 licensees. 80% of responses above 71%

New requirement – O7 Rigid substrates with good rec. properties

- At least 40% of the printing company's total annual consumption of rigid substrates used for signage, displays and retail point of sale/purchase (POS/POP), must have good recycling properties
 - *Rigid substrates* are non-flexible materials i.e., panels/boards made of different types of material typically used for signs, product stands and displays
 - Common materials are paper-/fibre boards, wood-based panels, boards of plastic (PE, PC, PP and PET), foam boards, metal panels (aluminium) and glass panels. Paper is not defined as rigid substrates.
 - Good rec. properties = panels made of wood/paper fibers and mono-materials
 - Materials with poor recycling properties: Composite rigid substrates (consist of two or more distinct materials), as well as substrates containing PVC or PUR foam

Energy requirement

Printing method	Generation 6	Generation 7
	kWh/ton substrate	kWh/ton substrate
Sheet fed offset	1700	1700
Digital printing	3700	3200
Coldset, newsprint	800	800
Coldset, forms	1300	1000
Coldset rotation (except newsprint)	850	650
Heatset rotation	1100	900
Flexo printing (except envelope production)	350	350
Envelope production with flexo	800	600

O13 Energy use

- Several energy limits for specific printing methods has been strengthened – marked in yellow in the table.
 - The proposed limits is based on reported data (yearly follow-up 2025) from 110 licensees
- Please share your experience with the current requirement (energy use per tonne substrate) and provide any suggestions for how energy use should be addressed in the criteria
- New energy point requirement has been introduced – more info later in the presentation.



O16 Strategic goals to reduce the environmental impact

The printing company

- must have procedures showing how it works with strategic goals to reduce environmental impact in the production of printed matter.
- **NEW** - must have procedures for guiding/advising customers on end-of-life and waste sorting of purchased printed matter i.e. in connection with the customer's order for printed matter or upon delivery of the finished printed matter.

Overview of proposed points and total points required

Point requirement	Info	Point limit	Point
P1 Paper substrates	Adjusted - The 90% limit equals min. 4 points in gen. 6	Min. 90% print on paper	1
P2 Controlled and Ecolabelled paper	Adjusted - The 70% limit equals min. 4 points in gen. 6	Min. 75% = 1 Min. 80% = 2	1 or 2
P3 Rigid substrates with good recycling properties	NEW point requirement	Min. 45% = 1 Min. 50% = 2	1 or 2
P4 Energy efficiency measures	NEW point requirement	8 options Must fulfil min. 1 option	1 or 2
P5 Certified CO2 calculation	Unchanged	Yes/no	1
P6 Wastepaper	Unchanged threshold values	Unik limits for the different printing methods	2
P7 Unsorted waste	Adjusted - The 15 kg limits equal 2 to 5 points in gen. 6	Max. 15 kg per tonne substrate	1
P8 Ecolabelled products and services	Unchanged	6 options	1 or 2
P9 Use of NSE logo on printed matter	Adjusted - The 20% limit equals min. 3 points in gen. 6	Min. 20% of annual number of orders or share (tonnes) of printed matter	1
Total			14

4 point requirements have been removed from gen 7

Point requirement in gen. 6	Point-area	Info
P3 Substrates containing min. 50% recycled materials	Non-paper substrates	Used very little
P4 Mono-substrates	Non-paper substrates	Used very little
P5 Mono-substrates containing min. 50% recycled materials	Non-paper substrates	Not been used
P6 Consumption of VOC	Chemicals	This is regulated by chemical requirements and the obligate VOC requirement

Point requirements has been simplified

- Simplified from a total of 11 to 9 point requirements
- The point score has been reduced from max 59 to 14 points
- Must obtain **min. 6 (6 out of 14) points** to comply with criteria
- Areas with high environmental impact are assigned up to 2 points)
- Areas with lower impact are assigned 1 point

New P4 energy use:

The The printing company must have implemented/fulfil **at least 1** of the energy efficiency measures listed in the table.

The printing companies may be awarded up to 2 points depending on which energy efficiency measures have been implemented in the printing company.

Energy efficiency measures	Points
The company's total annual energy consumption per ton of purchased substrate is 15% below the applicable threshold specified in O13 e.g. less than 1445 kWh/ton if you are a sheet fed offset printing company (1700*0,85)	2
Being certified according to an energy management system, for example: • ISO 50001 • ISO 50002 • ISO 14001 (must contain an energy review corresponding to part 6.3 of ISO 50001 upon recertification)	1
Have undergone an energy audit according to • EN 16247 within the last 3 years. • the national implementation of the Energy Efficiency Directive (DIRECTIVE 2012/27/EU, article 8) within the last 4 years.	1
Based on the energy audit (EN 16247) the company has conducted an energy action plan with specific energy saving targets.	1
At least 10% of the total annual electricity consumption comes from self-generated electricity generation from solar panels.	1
100% of the company's vehicles are powered by electricity, HVO100 or hydrogen.	1
Recover waste heat from compressors, machinery or dryers for space- or water heating	1
100% of the purchased electricity is ecolabelled according to Bra Miljöval, EKO Energy or similar*	1



Other focus point

Please also comment on

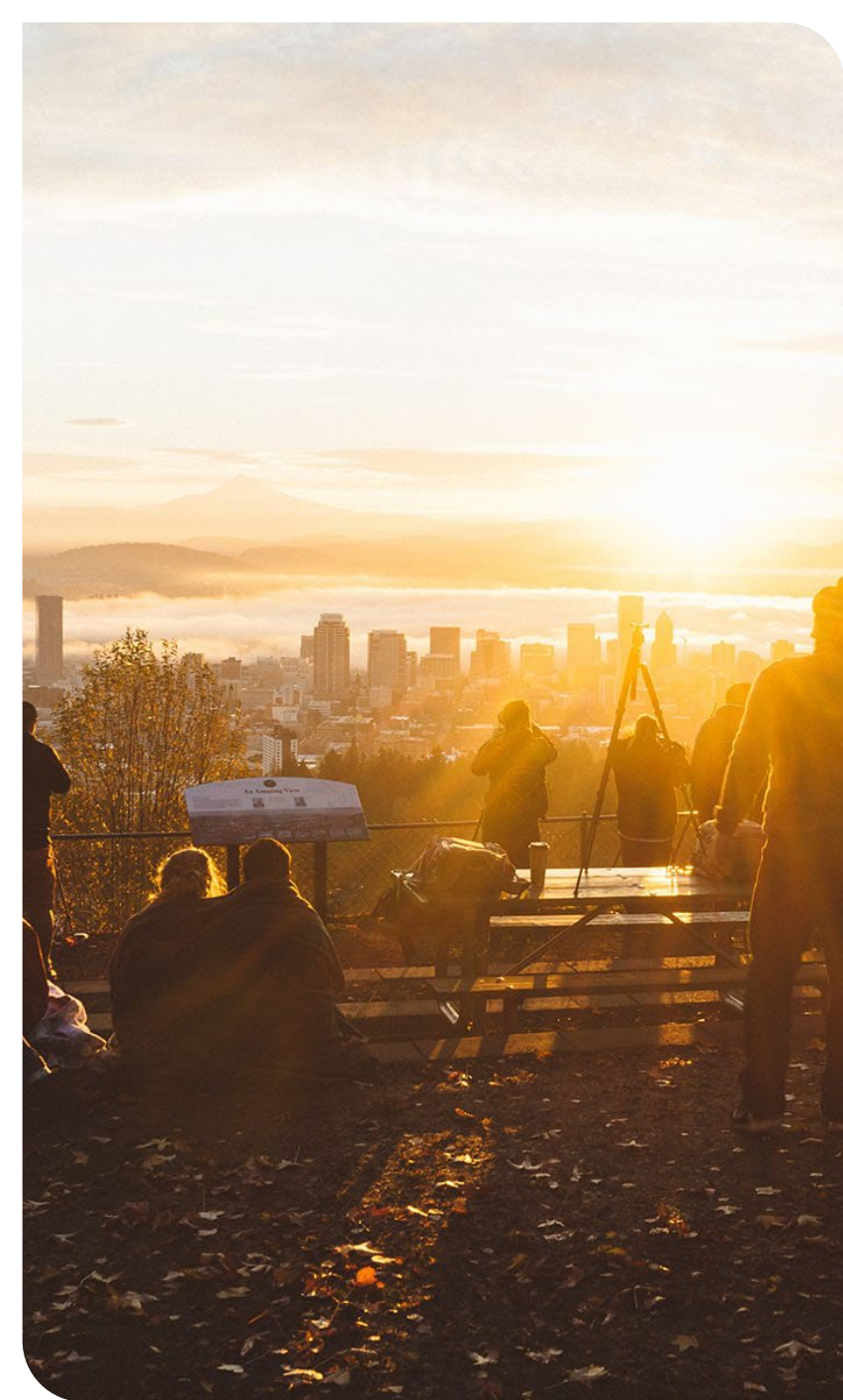
Requirement O1 Type of printing company

Should we keep/adjust/remove the requirement saying: Min. 50% the company's turnover must come for printing on paper?

Reason for requirement: Environmental impact from paper is well know

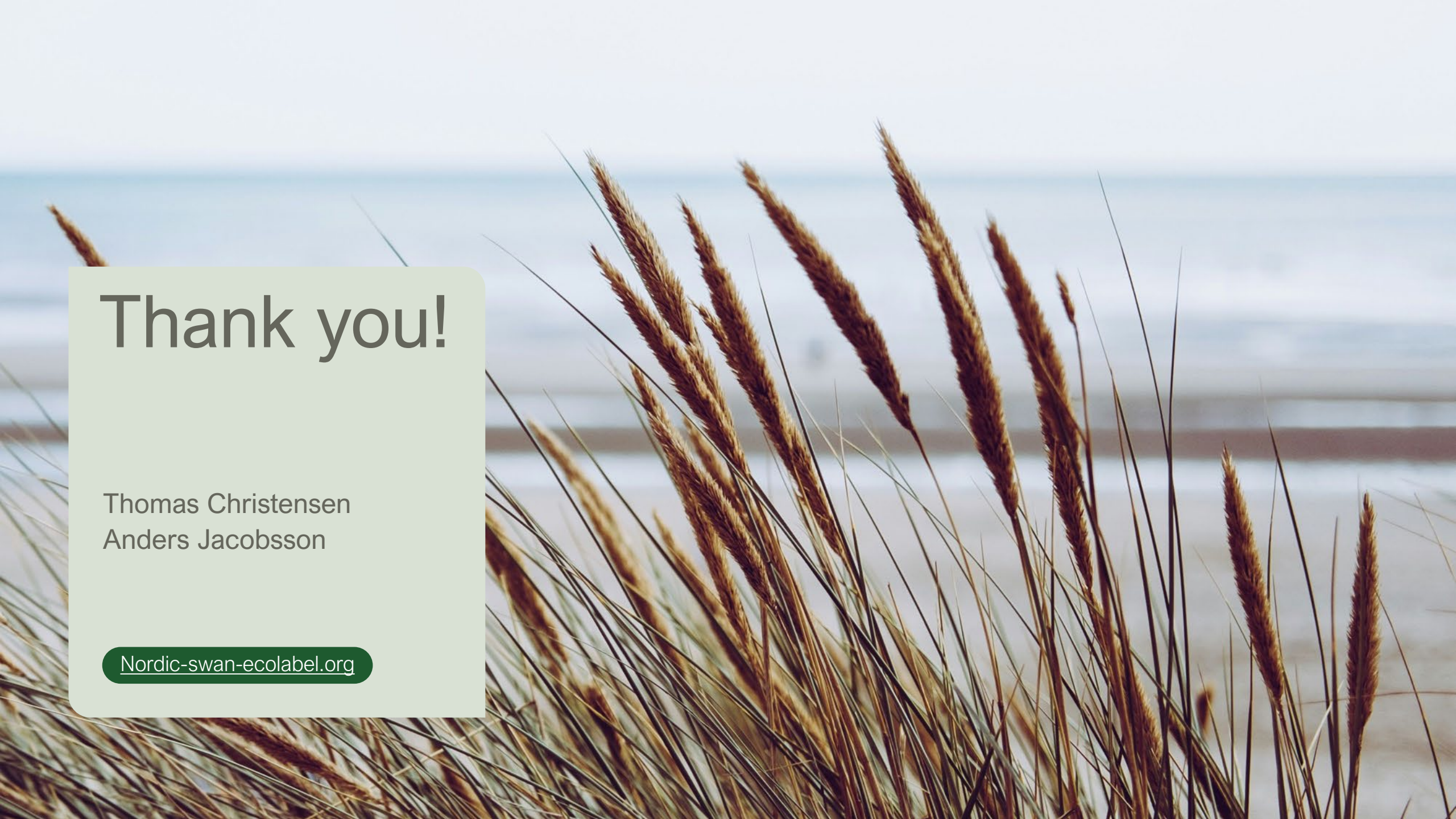
Next steps





Next steps

- Consultation period ends on **9 October 2026**.
- Post-consultation work: mid-October to December 2026.
- Decision by the Nordic Ecolabelling Board in January 2027.
- Launch in March 2027.
- Renewal period: At least one year.



Thank you!

Thomas Christensen
Anders Jacobsson

[Nordic-swan-ecolabel.org](https://nordic-swan-ecolabel.org)