

## Press Release No. 34/2012

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Joint press release of the Federal Environment Agency (UBA), the Environmental Label Jury and the German Sustainability Award (DNP)

## Better life cycle assessment of products

### Role model companies nominated for first Blue Angel Prize

**Three German companies have been nominated for the Blue Angel Prize: HELLER LEDER, hülsta-werke and paint manufacturer J. W. Ostendorf. The prize is awarded to businesses whose products are continuously developed with a view to environmental protection and thus act as role models in their respective industry. The prize will be awarded within the scope of the German Sustainability Award on 7 December 2012.**

“The nominated companies have been exemplary in adhering to ecolabel standards and have thereby helped to reduce pollution. By applying the Blue Angel, their products have undergone a continuous process of improvement for the benefit of man and the environment”, said Dr. Edda Müller, Deputy Chair of the Environmental Label Jury.

President Jochen Flasbarth of the Federal Environmental Agency said, “Making constant improvements in the life cycles of products is one of the responsibilities that modern businesses have! I am very pleased to observe companies making efforts to improve the life cycle assessments of their products and orient themselves towards the high standards of the Blue Angel. I also wish for even more companies to choose to go along this path of producing at an ecologically high-quality standard!”

HELLER LEDER is the first tannery to meet the strict criteria of the Blue Angel for low-emission upholstery leather and is encouraging other businesses in the industry to also obtain Blue Angel certification of their products. The furniture maker hülsta-werke is also a pioneer and ‘green’ trendsetter in its field. The J. W. Ostendorf paint and varnish manufacturer has more than 340 products that bear the Blue Angel, and it, too, is setting the standard in the industry for low-emissions and low-pollutant paints.

#### Further information and links:

“Blue Angel Prize” within the scope of the German Sustainability Award

The “Blue Angel Prize” is awarded as a special prize under the German Sustainability Award by the Environmental Label Jury, the Federal Ministry for Environment, Nature Conservation and Nuclear Safety, the Federal Environment Agency and the RAL gGmbH company. The prize is granted to companies and public institutions which devote themselves to the ecolabel in an exceptional manner and thus contribute to environmental protection at a high standard. In 2012

companies which have continuously improved their products and service procedures according to Blue Angel ecolabel standards will be awarded the prize for the first time.

#### German Sustainability Award

The German Sustainability Award is an initiative of the German Sustainability Award Foundation in collaboration with the Federal Government, trade associations, the German Council for Sustainable Development and other partners. Within the scope of German Sustainability Day in 2012 it is presenting the award in Düsseldorf for the fifth time to companies that are exemplary in combining business success with social responsibility and environmental protection. Awards will also be conferred for the first time upon cities and municipalities that implement their competence to steer development of communal life in a sustainable way and promote the notion of a future-oriented society.

Click here for information about the competition:

<http://www.nachhaltigkeitspreis.de/806-0-blauer-engel-preis>

Click here for information about the Blue Angel:

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

Dessau-Roßlau, 25 September 2012