



APAT

**Italian National Agency for the Protection of the Environment and for
Technical Services**

DRAFT PROPOSAL FOR THE DEFINITION OF AN ECO-LABELLED UNIT PRODUCT FOR MARKETING ACTIVITIES

Due to the complexity of different product groups, the definition of an eco-labelled unit product shall be based on both the following approaches:

- 1) A general approach: common definition for all products groups with general conditions for its identification;
- 2) A detailed approach: identification of specific conditions for different products groups.

Bearing in mind that the consumer perception is essential in order to identify a proper definition, the following definition is proposed:

1) According to the general approach an eco-labelled product can be defined as a production line which can be constituted by different models or items and that respects the following general conditions:

- a) same products awarded from different companies shall be considered as different products;
- b) same products sold by the same company but with different commercial names shall be considered different products;
- c) same products with different packages in size (e.g. 1 kg detergent or 5 kg detergent) or in different colors (e.g. black varnish or white varnish) shall not be considered as different products.

Note that products are different from items which are the number of pieces for sale.

2) According to the detailed approach, different typologies within different product groups shall be defined.

E.g. for the product group tissue paper: serviettes, toilet paper, etc.

for the product group detergents: liquid or powder;

for the product group paints and varnishes: flatting, enamels, enamels with water, etc.

The combination of conditions coming from the two approaches should allow the Competent Body to identify the number of eco-labelled products.

