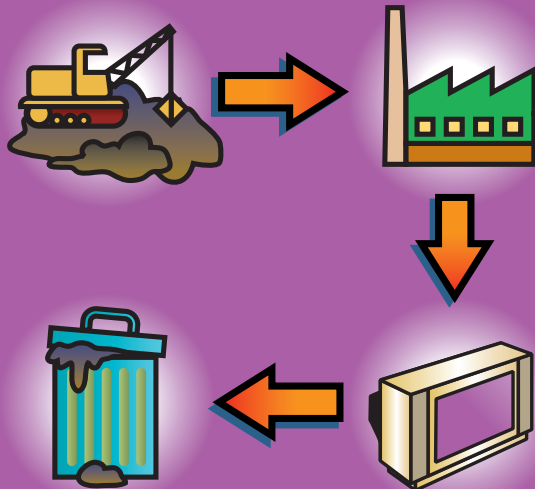


Screened for success Electronic devices like computers and TVs have become an indispensable part of European life. Although these devices give us greater freedom, they come with health and environmental costs. They are full of plastic and metal parts containing hazardous substances, and they consume huge quantities of power. They are also difficult to recycle. When you buy a computer or TV bearing the European Eco-label, you are getting a product that:

- consumes less electricity, whether during use, on stand-by or switched off;
- has been assembled with a view to easier recycling when it's discarded; and
- is packaged in recycled materials.

Durable and built for convenient repair, computers and TVs sporting the Flower represent value and respect for the environment throughout their **life cycle** (see diagram). In short, goods bearing the European Eco-label are better by nature.



The European Eco-label

distinguishes products that meet high standards of both performance and environmental quality. Every product awarded the European Eco-label must pass rigorous environmental fitness trials, with results verified by an independent body.

Other environmental labels cover specific environmental concerns such as recyclability or energy efficiency, but the Flower of the European Eco-label stands for low environmental impacts throughout a product's life cycle — from manufacturing to disposal. Consumers can find it across the European Union, Norway, Liechtenstein and Iceland.

Criteria exist for more than 23 types of products and services, with new categories continuously being adopted. The Flower adorns, among other items, environmentally friendly appliances, clothing, gardening products and tourist accommodations.

Look for the Flower!



CONTACT INFORMATION

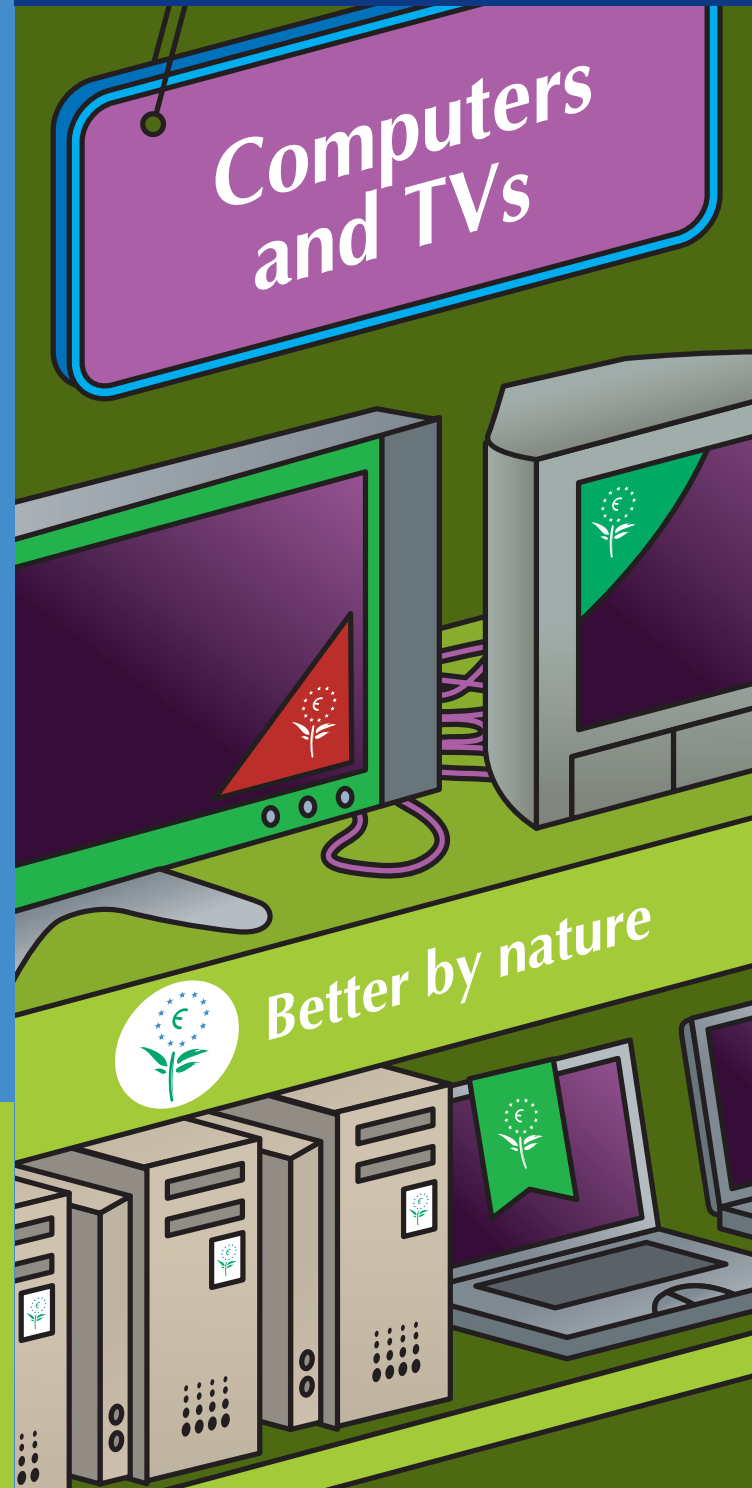
The European Commission: ecolabel@ec.europa.eu
 Your national Competent Body: http://ec.europa.eu/environment/ecolabel/tools/competentbodies_en.htm
 General information on the Flower: <http://ec.europa.eu/ecolabel>
 The Green Store: www.eco-label.com
 The European Eco-label on tourism services: <http://www.eco-label-tourism.com>



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Europeans buy some 15 million computers annually, most of which become obsolete within four years.

Computers

Environmental advantages

- The amount of hazardous substances that Eco-labelled computers may contain are strictly limited.
- 90% of the plastic and metal materials (by weight) must be recyclable.
- They last longer because they are easier to upgrade and the availability of spare parts is guaranteed (at least three years for laptops).
- Manufacturers promise to take back and recycle obsolete machines.

Energy savings

- Eco-labelled computers use less electricity during use and stand-by.
- They have easily accessible on-off switches.
- Desktop computers offer a "sleep" mode, during which no more than 4 watts of energy are consumed (5 watts for laptops).
- When connected to the power supply but turned off, computers sporting the Flower consume less than 2 watts of energy.

TV sets

Environmental advantages

- At least 90% of plastic and metallic parts (by volume) must be recyclable, along with 90% of the glass (by weight) in the tube.
- Eco-labelled TVs are easily dismantled for recycling.
- Plastic parts contain no lead or cadmium, hazardous substances sometimes used for colouring.
- Plastic components are easier to recycle because they are made of compatible polymers and have no metal inlays that impede separation.
- Worn out sets can be returned to the manufacturer for recycling.

Energy savings

- Eco-labelled TV sets are easy to turn off, thus avoiding stand-by power drain.
- Stand-by mode consumes less energy than that of less efficient TV sets.
- Energy efficiency (as a general rule) is about one third better than the market average for comparable sets.

Bring your Eco-labelled televisions, computers and monitors back to the manufacturer for recycling and safe disposal.



BETTER FOR YOUR HEALTH

- Computers and TV sets bearing the Flower run more quietly.
- Limits are set for electromagnetic radiation from computers and their monitors.
- Limits are placed on the amount of mercury a liquid crystal display (LCD) monitor can contain.
- Eco-labelled TV sets are restricted in their content of hazardous substances.



BETTER FOR YOUR WALLET

- The hard disc, CD-ROM drive, and processor can be easily removed and replaced, thus extending the useful life of a computer.
- Replacement batteries and power supplies for laptops are guaranteed to be available for at least three years after the model ceases production.
- Parts for Eco-labelled TV sets must be made available for at least seven years after production ceases.
- The manufacturer guarantees that the television will function properly for at least two years from the date of delivery to the customer.

The raw material needed to make a 2-gram microchip weighs 630 times the final product.