

THE IMPORTANCE OF GREEN MARKETING FOR THE FUTURE BUSINESSES

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Abstract

Over the last decades, protecting the environment has become a top priority for the countries all over the world. Mostly in the US and European Union, natural resource conservation, climate change and pollution raised awareness for both public and private sector, causing non-governmental organizations to get strongly involved and fight against these harmful and irreversible practices. Their actions generated a significant change in consumers behavior and as a secondary effect, on the marketplace. Companies had to adapt their offer, in order to respect the customers need for greener products/services. Also, business had to adapt their marketing strategies, to reformulate their objectives and to integrate sustainability principles into their marketing mix. The global economy of the future will undoubtedly be marked by what economists throughout the world defined as "green marketing". Actually, significant results can already be noticed. Despite all the specific requirements that green marketing companies must comply, and also despite the higher costs they have to pay, the number of companies that choose to reconcile the needs and requirements of green consumers, is increasingly higher on both European market and US market. The main objective of this research is to identify the extent to which Romanian companies have implemented green marketing strategies, and also to identify those companies who are currently operating on the market. Last but not least, this research aims to identify the extent to which consumers are properly informed about eco products, by taking into consideration the usage of eco labels on the national market. As we will discover, despite the increasing demand for greener products, the number of companies using green marketing strategies is still very low. This research also focuses on identifying the main strategies implemented in order to promote green products and services to specific categories of green consumers. Also, this research focuses on defining the necessary means and the specific methods to remove the obstacles businesses are facing,, whether they are legislative or financial ones, in order to gain competitive advantages.

Keywords

green marketing, eco-label, eco products, green consumers, green strategies.

Introduction

Whether it is goods or services, eco entrepreneurs operating in the market are required to identify and satisfy consumer needs. For entrepreneurs, green marketing involves a series of fundamental changes in the way they intend to conduct business, changes that involve higher costs comparing with traditional activities. In other words, "in the case of green companies it requires change in products, processes and procedures, new kinds of partnerships with suppliers, customers and stakeholders [...]new level of openness and transparency". At the same time, the effort that green entrepreneurs are forced to submit, involves also informing and educating costumers, in an attempt to effectively increase their number.

Ideally speaking, concern for a healthy environment is the common point at which traders and clients meet, and also the point in which the latter agrees to incur additional costs, agreeing to pay a higher price for green products / services. Along with the higher costs

associated to green marketing, another problem that economic agents have to face in the process of implementing a green marketing strategy is the legislation that fails to provide necessary facilities to stimulate the growth of companies opting for green marketing. It is absolutely imperative for local businesses to adapt their offer to the real needs of a market place which is becoming greener every year. The degree to which they are willing to adapt depends primarily on their ability to overcome obstacles, either financial or legislative. But the paradox is that, despite initial difficulties, we can easily observe that, on the long-term, green marketing allows a trader to have access to a market that is continuously developing, and also inaccessible to those companies that pollute.

There are some measures that are indicated for the companies who plan to become greener. Most common decisions are: assistance to final consumers, recovery programs for waste products (which are also highly polluting) information campaigns, and also adopting eco-labels. On the long term, mixing those measures leads to customer loyalty and also to an increase in the company's revenue. Furthermore, for a company who has decided to apply a green marketing strategy, the economic and social advantages are even more complex. By sharing the same main objectives, green companies can easily develop alliances. It is well known that, green marketing organizations easily establish business alliances with government different type of partners. Also green organization can easily close deals with NGOs, and even with the public sector (Dalhstrom, 2011). By having all this networking available, and also by providing product benefits, production process benefits and supply-chain benefits, we can conclude without any doubt the future belongs to green marketing companies. Any other strategy will, in time, be rejected by the clients, who are gradually transforming, year by year, in green clients.

1. Aspects of the Romanian legislation in the European context: eco-labeling

Eco-labelling, as one of the most important elements of eco-marketing, can be easily defined as being the process of using intelligent labels, with more information regarding the environmental principals that were respected during the entire traceability process (EPA, 1998), whose sole purpose is to provide valuable information about protecting the environment, to the potential customers.

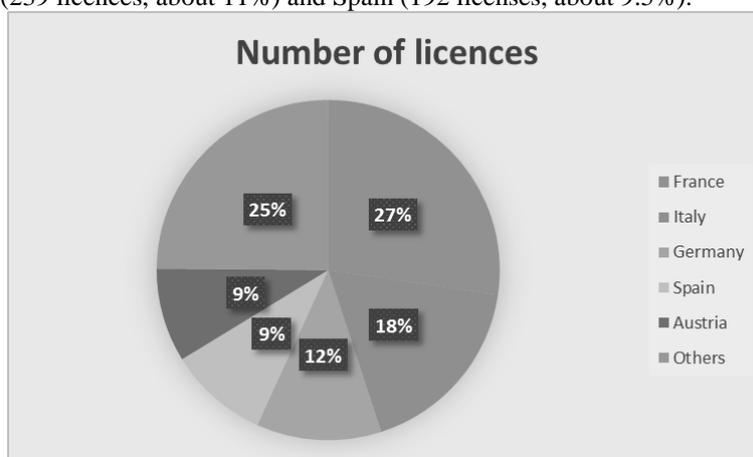
to the consumers

For the consumer, the Ecolabel is the easiest element for identifying an organic product and also the companies that respects the environment. Products and services bearing the Ecolabel and the flower logo, allow consumers - including public and private purchasers - to identify them easily as green products (Morar and Rada, 2011).

In European legislation, the concept of eco-label appeared in 1992, when it was defined as a "graphic symbol accompanied by a short descriptive text on the product, on the packaging, in a brochure or other document accompanying the product and it provides information about at least one and at most three types of environmental impact ". In terms of graphics, the symbol is the flower whose petals have a star shape. The European Ecolabel was introduced, being defined as a voluntary decision for the companies who decide to respect the environment and also to respect their clients by informing them regarding their efforts (Morar, 2011).

Although in Romania green marketing has become an option for a few years, the number of domestic companies which have resorted to the use of eco-labels, in accordance with European norms and practices, it is still rather small. Since 2002, Romanian legislation allows local companies to achieve ecolabels, but sparked interest for the companies was not up to expectations. The main reason for this lack of enthusiasm is evident: the financial one. The potential further increase in the price of such products scares undertakings, although the

effects of using such a method of legitimacy and recognition of the authenticity of green products, would generate positive effects over time in the demand structure. It is well known that, European customers are very interested in buying green products, and statistics show that 80% of them are looking for the ecolabels before deciding to buy (Toma, 2015). For a Romanian company, in order to obtain the right to use the Ecolabel, the procedure provides the company will have to request this right from the competent authority, which in Romania is the Ministry of Environment and Forests. The Ministry has the legal powers to verify compliance with the criteria required for products for which certification is requested. Also, the National Commission for eco-label will examine the files submitted by applicants, with an advisory role. The procedure requires that, after checking the file of each solicitor, for those who receive the right to use the Ecolabel, the Ministry of Environment has the responsibility to inform the European Commission about this decision, and the Commission will publish the decision in the European eco-label website. According to GD 236/2007, after the decision was made, the competent authority will sign a formal contract with the economic operator, in which will be mentioned the conditions for the usage of the ecolabel. Once they have been certified, the mandatory ecological criteria are valid for a period between 3 and 5 years, with the possibility that, anytime the technical innovation will require, the legal authority can decide to review all the criteria all over again. Closely following European legislation, in Romania, eco-labeling can be applied to 24 product groups and two groups of services. On the other hand, the exceptions are very few, for example: food, beverages and medical products. The advantages of economic agents who opt for the green labels are many, considering that this label is basically perceived as a commercial "passport" that allows access to any European market, by enhancing customer confidence. This entire procedure, and also the financial costs behind it, does not seem to encourage economic operators, this being the main reason why the number of the willing companies is still quite small. At European level, updated data show that in September 2015 they issued no less than 2031 licenses for approximately 44 711 products and services. Our local market is described by numbers that are less spectacular. Thus, of the 2031 licenses Romania claims only 20, while the leading countries are France (555 licenses, about 27.3%) Italy (359 licenses, 17%), Germany (239 licences, about 11%) and Spain (192 licenses, about 9.5%).



Source: European Commission/Environment

Fig. 1 EU Ecolabel licences per country

Regarding the total number of products / services using ecolabels, out of the total of 44,711 all over Europe, Romania has less than 100. Unlike the developed countries, which have

performed in this green sector, providing significant results: Italy (19596 respectively 43.8%), France (6186 respectively 13.8%), Spain (6.7% in 2989 respectively), Romanian organizations have still a lot to learn before participating in a more competitive way on the European green market. For a more detailed approach regarding the Romanian green market, we can consult Annex 1 of this research. This, according to the Minister of Environment, we can see the full list of Romanian companies that have obtained the right to use eco-labels

Table 1 EU Ecolabels for products and services in every country

EU Country	Ecolabels for Products and services	Percentage
Italy	19.596	43.8%
France	6186	13.8%
Spain	2989	6.7%
Finland	2607	5.8%
Sweeden	2293	5.12%
United Kingdom	2257	5.04%
Romania	<100	<1%

Source: European Commission statistics/Environment

The 20 licenses granted to Romanian companies are related with different types of products or services, such as: the hospitality industry (Saturn Hotel- placed at Romanian seaside; accommodation Garbovei- placed in Sinaia, Crowne Plaza Hotel- placed in the capital city of Romania, Bucharest), textile industry (textile company Argesana Pitesti) IT. If we consider the exponential evolution of these figures, since 2002 until now, we can easily conclude that any operator who wants to be competitive on the European green market, must admit the simple fact that ecolabel is an essential element that provides both loyalty and credibility on a long term, for the final clients and also for all stakeholders. Future market economy is definitely based on protecting the environment, and incorporating green principals into the basic marketing management strategies. Green marketing can no longer be ignored by anyone. European States legislation is annually updated and completed with measures that support environmentally friendly business entities, and even if there are many steps to be taken, environmental protection is a national and European priority. Taken this into consideration, we can conclude that for any competitive marketing strategy, regardless of the type of activity, green marketing principles will definitely be incorporated.

2. Green marketing management

As we early discovered, green marketing can be best defined as the sum of all economic methods and production means used by an organization in order to realize their economic objectives without polluting and without using any type of ingredient that will harm the environment. In every stage of traceability, ecological principals are being integrated and respected (Dalhstrom, 2011). In this context, green marketing management will be defined as the process of planning and implementation of appropriate marketing mix to achieve economic objectives undertaken without harming the environment. According to the definition given by the United Nations, since 1987, sustainability represents that type of development managing to fulfill present needs of the society (on a global view) without affecting the chances of future generations regarding they own chances to fulfill their needs (Brundtland, 1987). Thus, by taking into consideration the evolution of the green marketing and also the increasing degree of social awareness, sustainability implies three types of performance: economic, social and environmental.



Source: Humphrey, S. 2013. Adopting Sustainability to Drive Business: What is Sustainability?" Is4Profit online magazine, available at <http://is4profit.com/adopting-sustainability-drive-business-improvement-1-what-is-sustainability/>, last accessed at 30.10.2015

Fig. 2 Defining sustainability/Triple Bottom Line

Future market economy will undoubtedly belong to the outstanding economic performance for certain companies that intends to comply with protecting environment principles and to assume green responsibilities. By analysing the evolution of the global economy, during recent decades, we are entitled to anticipate a significant increase in the number of green companies. The pressure of demand will be strongly reflected on organizations, which will thus be forced to adjust their activity, more often embracing green marketing strategies. Considering all this context, organization who are willing to incorporate sustainability principals into their marketing mix, must analyze to what extent the elements defining corporate identity: values, vision and mission are also respected when trying to materialize important objectives, such as:

1. Succeeding to realize financial performance, without neglecting the importance of the economic prosperity for the entire community;
2. Using all the needed resources (exhaustible natural resources) but realizing the need of implementing a waste management system;
3. Respecting ecosystems all over the world, local or global, with the same involvement (Pojasek, 2009);

3. Green is gold. Green consumers for competitive advantage

For the companies who approached a green marketing strategy, there are several types of benefits. First of all, this organizations have access to **green consumers**, a growing market with huge economic potential. On a long term, deciding to implement a green marketing strategy it may prove to be the winning card, providing competitive advantage. This hypothesis is easily confirmed by the growing number of companies interested in obtaining

the necessary licences for producing/selling green products/services. Also, we can't ignore the growing number of the European companies who decided to use an eco-label. In Romania, since 2002 until now (13 years) we totalized a number of 20 companies that have obtained eco-label licenses, which corresponds to an average of 1.5 license / year. The European average is 1944 licenses / year (a total of 44 711 licenses during 23 years).

Beside loyal costumers, green companies have the advantages of a specific type of employees, more dedicated, more efficient and more productive. In the same time, companies that have a bad image, organizations that are perceived as being disrespectful with the environment, assuming to be polluting the environment and also as resource consuming, have a real difficulty in finding new employees on the labor market.

4. Communication: the green blood of success

Worldwide, companies are directly concerned by the price of natural resources that are vital to the economy such as oil prices. Companies, governments and NGOs are equally concerned to encourage R & D activities to identify green alternative to fossil pollutants. Each progress must be carefully communicated to customers, because they are eager to discover and enjoy new clean technologies. Numerous companies, but rather NGOs, have already embraced this practice, turning it into custom. By summarizing and communicating each progress after implementing green marketing strategies, a healthy flow of information between the company and its stakeholders will be generated. Thus, customers, employees, shareholders, suppliers and other partners can assess the efforts made (Dalhstrom, 2011).

5. Green Marketing Strategies

An efficient green marketing strategy is based on the triple bottom line: economic, social and environmental sustainability. In an attempt to gain competitive advantage on the market, organizations apply a decision making process which involves the entire process of choosing the perfect strategies in order to fulfill companies objectives using only those methods of implementing that are respectful with the environment (Dalhstrom, 2011). More companies every year choose to incorporate sustainability principles in planning strategies, and admit the fact that each economic decision of the company (for example the price of the product) affects the environment. For example, if the price of gadgets cheapens overnight, the demand for it will significantly increase. It is well known that some of this products are affecting the environment, because of the polluting materials they are made of. Elaborating a green marketing plan depends on establishing the perfect mix in order to maximize profits while respecting sustainability principles. The marketing mix is defined by elaborating the for P's: product, price, promotion and distribution. In a green marketing strategy it's very important to include the principals of sustainability in order to achieve important result for the company. Just to mention some of them: promote the identity of the brand, and grow its credibility, build a respectful and truthful relationship with the customers by always informing them regarding the products/services provided, and implement a transparency policy with each one of the stakeholders. The most important elements of the marketing plans, as you can see in the table below (Table 2), are the following:

Table 2 Key elements of the marketing plan

Key elements	Objectives
Corporate goals	Establishing the economic goals, by takeing into consideration the vision of the company and also the long-term strategy

Objectives	Formulating the marketing objectives of the company. SMART objectives must simultaneously fulfill 5 features: S - Specific ; M - Measurable ; A - (a) reached / approachable ; R - relevant ; T - Timed.
Strategies	Establishing the precise method by which objectives will be achieved
Tactics	Specific programs elaborated for achieving the announced strategies. Tactics include sustainable market mix
Market	Determine in which stage of development the products and services that you sell can be framed.
Consumer target audience	Identify your target, your potential clients.

Source: Based on information from Gittell, R., Magnusson, M., Merenda, M. 2015. The sustainable business case book, Flat world education

6. Green consumer segments

In choosing the perfect green marketing strategy, it is vital for any company to perfectly define the target, and their customers level of Green consumer is usually defined by the economic literature as being perfectly involved in protecting the environment by having a correct information regarding the traceability of the products they buy. They rigorously monitor the extent to which economic agents comply with all the environment criteria, during all phases of the economic process: production, distribution, consumer use and even more important nowadays, post-use. Before making a purchase, a green consumer is very focused on informing himself about the history of the product and the ingredients, carefully analyzing the information on labels.



Source: Bloom, P., Ginsberg, M., 2004, Choosing the right green marketing strategy, MitSloan Management Review, available at <http://sloanreview.mit.edu/article/choosing-the-right-greenmarketing-strategy/> last accessed at 30.10.2015

Fig. 3 The green marketing strategy matrix

Even if public opinion polls show that consumers will always prefer a green product to one which is less protective with the environment, the reality is that, when it comes to paying more for a product or a service just because it's not polluting, not everyone is willing. Since the consumers have different levels of understanding the need of protecting environment, and

also different interests and requirements, marketers started to segment the consumers into 4 shades of green.

By taking into consideration which type of target are they addressing to, the companies can decide on one strategy out of the four mentioned before: defensive green, lean green, extreme green, or shaded green. The most important two criteria in establishing the consumers segment that the company is addressing, are: the dimensions and the potential of growth of the market, and the extent in which the brand can differentiate on the market, by leveraging the green dimension. Each strategy has its own particularities, as we can see below (Bloom and Ginsberg, 2004):

1. **Lean greens:** environmental friendly corporates, interested into reducing costs, but without promoting their green decisions. Their main objective is to create a lower cost type of competitive advantage, and to respect the environmental regulation.
2. **Defensive greens:** they recognize the importance of green marketing but only use it in extreme situations such as: management/marketing responses for competitors, economic or environmental crisis. Thus, we can affirm that their effort in promoting green decisions are sporadic. Although they will not conduct big campaigns to promote their green decisions, they will properly defend themselves, if the situation will require it, in front of green NGO's, regulators, or even client.
3. **Shaded greens:** Conduct specific campaigns for promoting their green products and technologies, by using significant financial resources. Although they could gain competitive advantages and differentiate themselves on greenness, they choose to emphasize other qualities of their products, which they choose to sell mostly through traditional channels. Green advantages are being promoted only as secondary assets.
4. **Extreme greens:** By choosing the perfect strategy, this companies gain competitive advantages and manage to differentiate themselves on the market, mostly on greenness. Mostly, they are addressing to niche markets, and choose to sell their green products through specific channels.

7. Most wanted consumers: Lohas and Naturalist

Another important aspect to be mentioned when analyzing the type of strategy that needs to be implemented in order for the company to be successful is the consumers level of health. At the same time, it is very important to acknowledge the lifestyle of the potential clients, to research their need and to anticipate them before your competition. Thus, the customers can be analyzed by using a brand new and very innovative consumer segmentation classification: LOHAS (lifestyle of health and sustainability). As many specialists can confirm, LOHAS has become, in the last 5 years "one of the hottest trends within companies and among consumers around the world" (French, S., Rogers). Consumers within this category have specific requests, are extremely demanding but once they decide to use a product, they are brand loyal. Also, they can easily influence their friends and family, convincing them to adopt a greener lifestyle. Since LOHAS consumers are willing to pay more for a healthier/greener product, and also because of their strong principles, social values and responsible environment behavior, they are considered to be a very attractive target. For the companies adopting a green marketing strategy, another important consumers category, beside LOHAS, is the naturalist segment. This segment is the largest consumer category, thus the most desired one. Their consumer behavior is extremely strict, accepting only natural products, being concerned mostly about their health and less about the price, applying their strong principles and life philosophies for keeping their health, whether we talk about physical health, mind balance or even spiritual accomplishments.

Conclusions

As we saw, choosing the right strategy may prove to be a complex challenge for green companies. Each classification, every detail composing the context in which that company operates, may be critical to the overall success of the strategy chosen. Therefore, companies must carefully consider both the operating market, and also the clients within the established target. Depending on these variables, the company will further decide if significant improvements (whether it is about the products, the materials or the methods used, the packaging or labels used, the marketing strategy, or the business partners) needs to be implemented. During the complicated program of decision making, companies use different systems of management, but also programs and tools in order to implement the correct environmental strategy. In order to efficiently integrate sustainability principles into the marketing mix, it is absolutely mandatory for the companies to previously consult all stakeholders, before deciding the right green marketing strategy. Romanian market has still more to learn, in terms of protecting the environment. Unfortunately, the number of local brands who assume a green economic behavior is rather small, very much smaller compared with developed EU countries. Eco labeling is still insignificant, although Romanian consumers are willing to inform themselves more, and even to pay more for healthier products. Undoubtedly, Romanian companies will have to adapt to the changing of consumers preferences. The sooner this process will start, the better for everyone: companies, stakeholders, consumers, environment, society.

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Annex 1: The complete list of Romanian companies using ecolabels.

Nr.	Product Category / Product Name	License Number	Name of the company	Identification data	Date of granting license
1.	Tourist accommodation	RO/025/1	S.C. FIMEST TURIST S.R.L. HOTEL SATURN	email: office@hotelsaturn.ro website: www.hotelsaturn.ro	2008
2.	Tourist accommodation	RO/025/2	S.C. ANA HOTELS S.A. – HOTEL CROWNE PLAZA	email: melania.secuianu @crowneplaza.ro website: www.crowneplaza.com /bucharest	2009
3.	Tourist accommodation	RO/025/3	S.C. MONDO TUDOR INTERMED S.R.L. HOTEL PIATRA ȘOIMULUI	Str. Garbovei nr. 10 C, Sinaia email: office@piatrasoimului.ro website: www.piatrasoimului .ro	2011
4.	Interior paint	RO/07/1	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@dura ziv.ro website: www.duraziv.ro	2011
5.	Interior paint/ZERTIFI KAT PLUS V8140	RO/07/2	S.C. KÖBER S.R.L.	email: office.savinesti@kober.ro website: www.kober.ro	2011
6.	Interior paint/ZERTIFI KAT V8130	RO/07/3	S.C. KÖBER S.R.L.	email: office.savinesti@kober.ro website: www.kober.ro	2011
7.	Interior paint/ECOLUX V 82101	RO/07/4	S.C. KÖBER S.R.L.	email: office.savinesti@kober.ro website: www.kober.ro	2011
8.	Interior paint/Masonry Primer G8101	RO/07/5	S.C. KÖBER S.R.L.	email: office.savinesti@kober.ro website: www.kober.ro	2011

Nr.	Product Category / Product Name	License Number	Name of the company	Identification data	Date of granting license
9.	Interior paint/KRAFT EcoNatura	RO/07/6	S.C. DRUCKFARBEN România SRL	email: office@druckfarben.ro website: www.druckfarben.ro	2011
10.	Interior paint/primerEcoNatura	RO/07/7	S.C. DRUCKFARBEN România SRL	email: office@druckfarben.ro website: www.druckfarben.ro	2011
11.	Interior paint	RO/07/8	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@duraziv.ro website: www.duraziv.ro	2012
12.	Interior paint / odorless, washable interior paint-transparent base	RO/07/9	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@duraziv.ro website: www.duraziv.ro	2012
13.	Interior paint/odorless acrylic varnish for interior and exterior –water based	RO/07/10	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@duraziv.ro website: www.duraziv.ro	2012
14.	Interior paint/odorless acrylic varnish for interior and exterior –water based	RO/07/11	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@duraziv.ro website: www.duraziv.ro	2012
15.	Interior paint/odorless acrylic varnish for interior and exterior – transparent base	RO/07/12	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@duraziv.ro website: www.duraziv.ro	2012
16.	Interior paint/odorless acrylic varnish for interior and exterior – transparent base	RO/07/13	S.C. DURAZIV COLOR S.R.L.	email: cristina.ionescu@duraziv.ro website: www.duraziv.ro	2012

Nr.	Product Category / Product Name	License Number	Name of the company	Identification data	Date of granting license
17.	Interior paint / Interior and exterior glossy paint ECOLUX Seria V 8200	RO/07/14	S.C. KÖBER S.R.L.	email: office.savinesti@kober.ro website: www.kober.ro	2012
18.	Lubricants / EUROL - AUSTROIL Products Category 1 - hydraulic fluids and transmission oils for tractors	RO/027/1	S.C. AUSTRIA OIL ROM S.R.L.	email:office@austroil.ro; website: www.austroil.ro	2012
19.	Lubricants/ EUROL – AUSTROIL Products category 2 - greases and stern tube greases	RO/027/2	S.C. AUSTRIA OIL ROM S.R.L.	email:office@austroil.ro; website: www.austroil.ro	2012
20.	Lubricants/ EUROL - AUSTROIL Products category 3 - Chainsaw oils, concrete release agents, lubricants for wire strand, stern tube oils and other total loss lubricants	RO/027/3	S.C. AUSTRIA OIL ROM S.R.L.	e-mail:office@austroil.ro; website: www.austroil.ro	2012
21.	Lubricants/ EUROL – AUSTROIL Products category 4 - Two-stroke oils	RO/027/4	S.C. AUSTRIA OIL ROM S.R.L.	email:office@austroil.ro; website: www.austroil.ro	2012

Nr.	Product Category / Product Name	License Number	Name of the company	Identification data	Date of granting license
22.	Lubricants/ EUROL - AUSTROIL Products Category 5 - marine and industrial gear oils	RO/027/5	S.C. AUSTRIA OIL ROM S.R.L.	email:office@austroil.ro; website: www.austroil.ro	2012
23.	Printed paper (brochures, magazines)	RO/028/1	S.C. EDS România S.R.L.	website:www.edsromania.ro	2013
24.	Interior paint /EXTRA PLAST	RO/07/15	SC SIVI CROM PROD IMPEX S.R.L	tel:+40245/211.164; fax:+40 245/216.904	2013
25.	Textiles - polyester wadding	RO/016/0 1	S.C. SOFTEXS.R.L	tel:+40256/312.068; fax:+40 256/312.008	2015

Source: Romanian Ministry of Environment, available at <http://www.mmediu.ro/articol/lista-operatorilor-economici-din-romania-care-au-obtinut-eticheta-ecologica-europeana/64>, last accessed on 30.10.2015