



The ECO sign

“Zaļā josta”

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Rights to use



An enterprise that has signed an agreement with “Zaļā josta” Ltd. about recycling of wastes such as used packaging and disposable cutlery or environmentally harmful products has rights to place the ECO sign “Zaļā josta” on its products and goods free of charge.



Meaning



The ECO sign “Zaļā josta” is an acknowledgement that the enterprise is responsible regarding potential environmental damage caused by packaging or environmentally harmful products of the enterprise.

The sign demonstrates visually that the enterprise is a part of used packaging and disposable cutlery and/or environmentally harmful products recycling system, and takes care of the process of **collection and recycling** of used packaging and disposable cutlery and/or environmentally harmful products, protecting full regeneration cycle of wastes this way.

“Zaļā josta” Ltd. invites country to give preference to products of those enterprises which place the ECO sign on its packaging.



Benefits



The ECO sign “Zaļā josta” on packaging of your products will inform customers that:

- Your enterprise is responsible and environmentally friendly;
- You guarantee correspondence of your business activities to regulations of environmental safety and environmental policy in the country;
- You help forward recycling of packaging and/or environmentally harmful products;
- You help forward and guarantee regeneration of used packaging and/or environmentally harmful products;
- You create solicitous attitude of inhabitants and industry towards environment;
- You streamline costs of recycling of used packaging and/or environmentally harmful products;
- You provide reduction of materials capacity of packaging and/or environmentally harmful products.



Placement possibilities



There are five different ways of placement of the ECO sign “Zaļā josta” on packaging of your enterprise. Each partner of “Zaļā josta” Ltd. who has signed an agreement can choose the most convenient of them:

- To include the ECO sign into **packaging layout**, to create new packaging layout;
- To use separate **stickers** on the existing packaging without changing of the layout;
- If you do not package goods (if you are an importer or a distributor) then you can place the ECO sign on **informative sticker** of the importer/distributor that you use for packaging of goods;
- To place a sticker with the ECO sign **at trading place** of your enterprise;
- To place the ECO sign **on the website** of your enterprise. www.zalajosta.lv



Layout of the ECO sign “Zaļā josta”



ECO sign

ECO sign can be used on packaging of the products manufactured and sold by “Zaļā josta” Ltd. partners.

Minimum dimensions

ECO sign minimum dimensions are 8 mm in landscape format.





Directions for placement



Correct use of colours for ECO sign full-colour and black-and-white print

When ECO sign is used on light colour packaging, reverse colour composition should be used – lighter graphic drawing on darker background

In case of full-colour print: light Pantone or CMYK background + white graphic drawing

In case of black-and-white print: black background + white graphic drawing or charcoal background + white graphic drawing

If the number of Pantone colours is limited for packaging makeup:

If ECO sign is printed on the packaging where a certain number of Pantone colours is used and light background, the darkest possible colour should be chosen for ECO sign and the lightest possible colour should be chosen for the graphic drawing.

Incorrect application of ECO sign colours against light background



Background

Pantone green 363

CMYK

C:68% M:0% Y:100% K:24%

RGB

R:101 G:142 B:49

Graphic drawing

Pantone white

CMYK

C:0% M:0% Y:0% K:0%

R:255 G:255 B:255



Background

Pantone black

CMYK

C:0% M:0% Y:0% K:100%

RGB

R:0 G:0 B:0

Graphic drawing

Pantone white

CMYK

C:0% M:0% Y:0% K:0%

R:255 G:255 B:255



Background

Pantone charcoal

CMYK

C:68% M:0% Y:0% K:75%

RGB

R:100 G:101 B:102

Graphic drawing

Pantone white

CMYK

C:0% M:0% Y:0% K:0%

R:255 G:255 B:255

Correct



Incorrect





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Samples





Feedback



Manager of marketing projects of **Joint-stock company “Siera Nams” Inga Berzina:**

“The Joint-stock company “Siera Nams” provides Latvian customers high quality cheese in friendly and modern packaging produced in Latvia and other European countries for more than 11 years. The company develops and becomes the real cheese expert and leader in the field of homemade cheese and cheese slices production. Unfortunately the utilization and recycling of production wastes become more and more important and problematic.

Probably that some small enterprises are still able to collect and recycle their production wastes, but “Siera Nams” develops its production dynamically, and spends much energy on more intensive production of high quality products. At the same time we understand that any production has secondary products (it is packaging in our case) that should be collected and recycled not to harm the environment. That is why we see cooperation with “Zaļā josta” as the best solution. The company provides well-doing collection and recycling of our production and releases us from the duty to solve these problems.

The ECO sign “Zaļā josta” is a confirmation for our customers that we care about the environment, we want to save environmental assets of Latvia, and to live in a country with roads and forests free of mountains of used packaging.

In my opinion, no one of Latvian inhabitants wants to walk through defiled beaches or wood trails, to see different plastic bags on the city streets and high-roads while driving a car. That is why I am sure that the ECO sign “Zaļā josta” is an additional motivation to choose products that are produced by companies that care about preservation of the environment.”

www.zalajosta.lv



Feedback



*Sales director of “**Balttur-R**” LLC that produces mayonnaise sauces “**FRANCIS**” **Olegs Novikovs** and work safety officer of the company **Adolfs Riekstins** are sure that participation in separation and recycling system of used packaging is obligation of each enterprise, but the ECO sign “Zaļā josta” is a confirmation that this obligation is carried out:*

“We recycle used packaging in accordance with regulations of The Cabinet of Ministers, and motivate our workers to work observing the recycling system of used packaging. The resources meant for these needs are used for motivation of those workers who accomplish collection and recycling of used packaging to lighten the work of collectors of used packaging. Sorted wastes can be transported easier, it streamlines work and saves time. At the present moment the ECO sign of “Zaļā josta” is placed on three exclusive products of “Francis”: “Francis” Provencal mayonnaise sauce 250 g, “Francis” Provencal mayonnaise sauce 500 g, “Francis” Olive mayonnaise sauce 500 g. The ECO sign on our product is a confirmation that packaging of our products does not contaminate the environment, and that the third person cares about it in accordance with regulations of Latvia.”



Feedback



Karina Boreiko, supports clean environment

I am an inhabitant of Latvia and clean and well-groomed country in which I live is important for me. I think that everyone of us is responsible directly or indirectly for impairment of packaging or harmful products to the environment. In everyday life I prefer those products which are as healthy as possible for me and which are less harmful for the nature. I am happy that nowadays enterprises care more about the environment and its protection too, and that I can sort packaging of their products and care about the environment this way.



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Please feel free to contact the marketing manager of “Zaļā josta” Ltd. Laima Kublina by phone number 67808294 or sending an e-mail to laima.kublina@zalajosta.lv to get extra information about the ECO sign “Zaļā josta”.

Please visit “Zaļā josta” Ltd. website www.zalajosta.lv and its section The *ECO sign* to get more information!

