

# EU Ecolabel Ambassador: ADA International®

**Company name:** ADA International

**Product category:** Rinse-off cosmetics

**Country of origin:** Germany

**License holder since:** 2008

**Website:** <https://www.ada-international.com>

*Available throughout the EU and worldwide*



As one of the first German hotel amenities manufacturers awarded with the EU Ecolabel certification for the rinse-off cosmetics of Eco by Green Culture brand, ADA International is a key supplier of environmentally friendly products for the hotel industry, including B2B projects. ADA's "Eco by Green Culture" product line, which includes EU Ecolabel soaps, shower gels, shampoos and hair conditioners prides itself off of its sustainable production models including ADA's progressive dispenser system, offering hotels the assurance that the products used by guests consider the environment from production to use and disposal.

As ADA celebrates its 10th year anniversary as an EU Ecolabel licence holder, the drive behind this long-term commitment is to ensure that its company slogan, "IN HARMONY WITH NATURE" is backed by an official third-party verified ecolabel to meet the strong market demand for sustainable products in the hotel industry.



*“ The most important thing for us is the quality and purity of our raw materials. We favour renewable, plant-based raw materials wherever possible. ”*

ADA characterises its resource-efficient production through the use of natural and renewable raw materials, hazardous-substance free formulas as required by the EU Ecolabel, promotion of larger volume sizes in order to reduce unneeded one-time use containers, and eco-design through its progressive dispenser system technology.

ADA's environmentally-friendly product line "Eco by Green Culture" includes EU Ecolabel and Nordic Ecolabel awarded products. Both of these Type 1 ecolabels are well-established certification systems that ADA's clients trust and recognize thanks to their high-quality performance.

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*“ADA’s larger dispensers require up to 40% less material for its containers, as compared to conventional bottle production.”*



## ADA’s eco-friendly packaging strategy

Rethinking traditional packaging towards “smart” packaging has been a long-term priority for ADA. One of the main ways this hotel cosmetics market leader has chosen to push eco-design packaging is by introducing the practical and environmental benefits of larger volume size soap, shower gel, shampoo, and hair conditioner bottles to its clients in the hotel industry. The benefits are twofold: the larger volume size eliminates the waste from single-use toiletry sized bottles, and also reduces the need for hotel staff to replace a room’s rinse-off cosmetics on a daily basis. Furthermore, ADA’s large size volume dispenser prevents product waste as the bottle can be 90% emptied thanks to its high-tech valves.



As an example, in 2015 ADA produced 63 million cosmetics bottles and dispensers of which 84% of them were made from PET which is recyclable, and 4,431,751 contained recycled materials. As a long-term goal, ADA continues to research how to increase this percentage of recycled material within its plastic bottle composition to enhance circular models. This strategy, along with the company’s EU Ecolabel criteria compliance will continue to drive ADA’s sustainability strategy within the hotel amenities industry.