



# eco-point

innovative cleaning  
and maintenance products

# Bio Based Cleaners

Have you ever wondered what connection there might be between a sugar beet and a cleaning product? This connection may not seem very obvious, but for Eco-Point, it is. Lactic acid, retrieved from the molasses of sugar beets, is a common ingredient used in several Eco-Point cleaners. Eco-Point, a Dutch company founded in 1991, has embedded the use of bio based raw materials in its philosophy for the development and production of industrial cleaning and maintenance products.

### Philosophy

Ever since we can remember there has been a conflict between 'traditional' cleaning and maintenance products on the one hand, and the safety of man and his environment on the other. Eco-Point is a pioneer in the field of cleaning, degreasing and lubricating technology which aims at neutralising or minimising this conflict.

This results in the implementation of safer, less environment damaging systems, with improved quality without increased operational costs.

In the field of safe, ecological innovations Eco-Point has made its own, spectacular inventions and applied them to its products. These products are characterised by the fact that no concessions have been made to their

effectiveness but they are safe for humans, the environment and materials.

Eco-Point sells a broad spectrum of products for a multitude of applications: degreasers, descalers, adhesive removers, products to remove ink, rust and oxidation, paint, substitutes for dangerous solvents such as trichloroethylene, benzene, methylene chloride, toluene, speciality lubricants, hand soaps and metal working fluids.

*Eco-Point uses materials such as sugar beets, oranges, corn, coconuts and rapeseed for the production of cleaning and maintenance products.*



## Company history

As from the founding year 1991 Eco-Point experienced a steady growth. In spite of growing interest in environmental and safety issues, this was by no means self-evident. One of the conflicting factors was the misguided view that existed about what was 'green', 'eco', and 'environment'. These factors did offer Eco-Point the opportunity to discuss its views with its

Based on thorough market research, Eco-Point has decided to change its marketing approach by defining 8 fields of interest that enable the company to gain better knowledge of customer needs and product applications. These fields of interest are Food, Automotive, Metal, Printing, Construction, Chemicals, Services and Non-profit.

The organization and product portfolio have

changed accordingly : specific product / market combinations have been created and several business units were established in order to create the best possible match between Eco-Point and the customers. Product development is more focused than ever. And best of all: sales representatives were selected according to their specific knowledge on the above mentioned fields of interest. This makes Eco-Point a rare - and therefore unique-, highly qualified supplier



*The Eco-Point production site and office building in Halsteren, The Netherlands, stems from the company's philosophy, the vision at the heart of the company's activities, which is expressed by the use of natural or recyclable materials.*

of bio based cleaning and maintenance products.

## Coming soon: sustainability seminar

Sustainability has always been a major issue in the way EP has been working. Awareness of People, Planet and Profit fits Bio Based Business like a glove. However, sustainability exceeds the use of renewable materials.

Taking responsibility by respecting all stakeholders (such as customers, employees, suppliers, the environment, citizens close by and far away) is the new adagium embraced in Eco-Point's newly defined company mission. So the words Respect and Responsibility are never far from our company logo. Eco-Point is convinced that not just people and planet will benefit from this, but that it is a prerequisite for sustainable future profits.

This shapes the near future in a way that we strive for synergy of people, planet and profit. Management and employees are convinced that well-being will improve

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customers and to prove itself. The decision to do things in an ecologically sound manner was made by more and more companies.

The decision was wider ranging than they realized, as it also brought about the benefits of: safety, comfortable working conditions, and the realization of contributing to the environment. Step by step recognition came.

## Current situation

Eco-Point currently employs approx. 50 people in The Netherlands, Belgium, Germany and the UK. The head office is situated in Halsteren, The Netherlands. Eco-Point mainly targets the industrial market, using its own, very active sales force.



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results either directly or indirectly. Well-considered care for our planet will increase awareness in every aspect of daily life, thus creating the start of a positive change.

#### Examples

- The use of renewable materials such as oranges, sugar beets, corn, coconuts, rapeseed in the vast majority of Eco-Point products
- Employees benefit physically and mentally by easy access to wellness centers
- Leadership by coaching
- Access to media about sustainability (e.g. "An Inconvenient Truth")
- A zero effluent production method (by re-use of production water)
- Use of Green-Power: electricity from BB materials
- Company building in Halsteren made of natural or recyclable materials such as wood, loam, linseed oil, recycled rubber, glass and steel
- Free collection and reuse of empty drums
- Eco-Point was nominated for the ING Care and Profit Prize 2006.

Eco-Point will be involved in the organization of a seminar on the Awareness on Sustainability in June 2007. In close cooperation with Rabobank and Price Waterhouse Coopers Eco-Point wants to give an incentive to local companies to

make sustainable thinking part of their daily routine.

For more information: [www.eco-point.com](http://www.eco-point.com) (English version under construction).



## Calendar of events

**2nd South Asia Renewable Energy Conference 2007 and RENEXPO® India 2007**  
**25-26 April, 2007 in New Delhi.** 1<sup>st</sup> International Trade Fair for Renewable Energy in India.  
[www.renexpo-india.com/conference](http://www.renexpo-india.com/conference)

**15th European Biomass Conference and Exhibition**  
**07-11 May 2007. ICC Berlin International Congress Center, Berlin, Germany**  
[www.conference-biomass.com/Biomass\\_2007](http://www.conference-biomass.com/Biomass_2007)

**10th International Congress on Biotechnology in the Pulp and Paper Industry**  
**ICBPPI: Integrating Biology with processes MADISON, Wisconsin 10-14 June 2007**  
Abstracts to be considered for oral presentation may be submitted on-line. Mail to: [ICBPPI@ecc.uwex.edu](mailto:ICBPPI@ecc.uwex.edu)

**Natural Gas Vehicles (NGVs) for a BETTER CLIMATE; A BETTER CLIMATE for NGV**  
**20-21 June 2007, Straatsburg**  
For more information: <http://www.engva.org>; email [info@engva.nl](mailto:info@engva.nl); call NL +31 23 554 3050

**'Renewable Raw Materials for Industry: Contribution to Sustainable Chemistry**  
**Two day symposium. 17-18 October 2007 Brussels .**  
[www.greentech.eu](http://www.greentech.eu) e-mail: [mvanboven@europoint.eu](mailto:mvanboven@europoint.eu)

*pre announcement.* **17-18 October 2007. Green Tech Conferences in Brussels Belgium**

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