Welcome to the WEBINAR

Revised EU Ecolabel criteria for paints and varnishes

Contributing to a clean, circular and competitive economy

19 February 2026

THE MEETING WILL START at 10:00 h CET
and it will be RECORDED

Etiquette for Web-participants

- *indicate name of your organization + your full name*
- *mute your mic and switch off your camera*
- *in the Q&A section use the chat to ask questions*

European Commission

Agenda

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Webinar 10:00 to 11:30 CET

- **09:45 – 10:00** Opening of the room (Webex)
- **10:00 – 10:10** The EU Ecolabel: a tool to engage in a clean, circular and competitive economy – Ana Pintó, European Commission, DG ENV
- **10:10 – 10:40** The EU Ecolabel revised criteria for paints and varnishes – Nati Pérez Camacho, European Commission, JRC
- **10:40 – 11:00** How to apply for the EU Ecolabel – Nati Pérez Camacho, European Commission, JRC
- **11:00 – 11:15** How can companies use the EU Ecolabel logo for their marketing/promotional activities – Ann-Sofie Forsman, EU Ecolabel Helpdesk
- **11:15 – 11:30** Questions and Answers.

1.

The EU Ecolabel: a tool to engage in a clean, circular and competitive economy – European Commission, DG ENV

(10:00 – 10:10 CET)

The EU Ecolabel: a tool to engage in a clean, circular and competitive economy

European Commission (DG Environment – Unit B4)

WEBINAR: REVISED EU ECOLABEL CRITERIA FOR PAINTS AND VARNISHES

19 February 2026

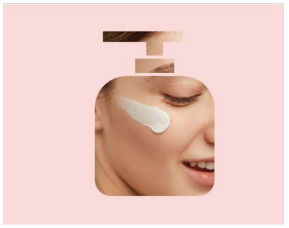
The EU Ecolabel - Regulation (EC) 66/2010

- **Official EU voluntary label** for environmental excellence since 1992
- Awarded to **high-quality and best in class products** in terms of **environmental performance**, placed on the European Economic Area (EEA) market
- **Reliable and trustworthy ecolabel**: multi-criteria; life-cycle and scientific approach; open-transparent-multi-stakeholder criteria setting; third party verified (ISO 14024 Type 1 Ecolabel)
- Managed by the European Commission and the Member States

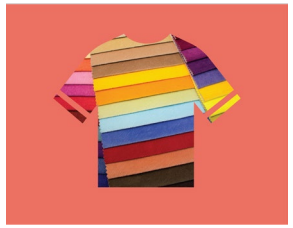
27 Eligible Product Groups

Cleaning

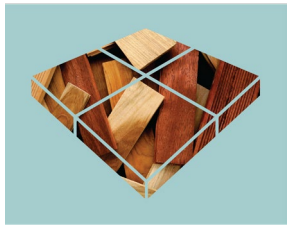
Paper products



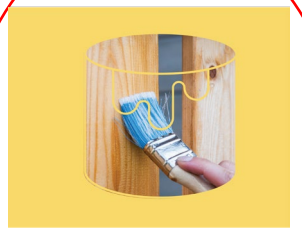
Personal and animal care products



Clothing and textiles



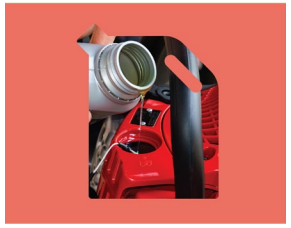
Coverings



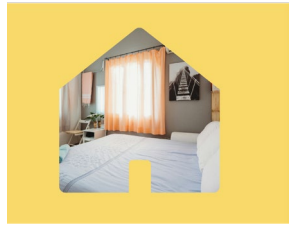
Paints & varnishes

Electronic equipment

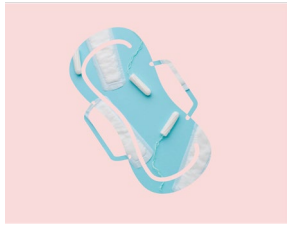
Furniture & mattresses



Lubricant



Holiday accommodation



Absorbent hygiene products

Gardening

The European Commission mandate

2020-2024

- Empowering Consumers for the Green Transition (ECGT)
- Ecodesign for Sustainable Product Regulation (ESPR)

2024-2029

- Competitiveness Compass
- Clean Industrial Deal
- Water Resilience Strategy
- New Chemicals Package
- Bieconomy Strategy
- 2030 Consumer Agenda
- Zero pollution
- Revised Public Procurement Directives
- Strategy for Tourism
- Circular Economy Act

+ simplification measures

EU Ecolabel: A tool for sustainability, circularity, resilience and competitiveness & enabler of consumers' conscious choices.

The EU Ecolabel – A COMPETITIVE ADVANTAGE

- Official certification: **enhanced visibility, easier access to Green Public Procurement**
- Contribution to the **EU political priorities/iniatives**
- **Cost savings and resilience** from circular economy practices
- Compliance with **new EU legislation (ECGT)**

The EU Ecolabel – A SAFE INVESTMENT

- **Empowering Consumers for the Green Transition (ECGT) – Enters into application: Sept 2026**

Bans certain commercial practices leading to consumer mistrust and confusion.

The EU Ecolabel is:

✓ A reliable **third-party certification allowed on the market** (sustainability labels not based on a certification scheme or not established by public authorities will be banned).

✓ One of the few **means to demonstrate generic claims** ('green', 'environmentally friendly', 'ecological') on overall environmental excellence (otherwise banned)

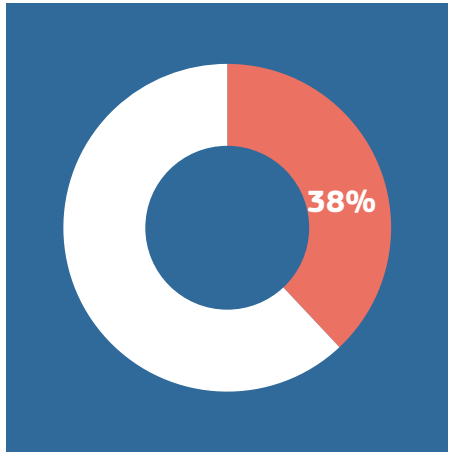
- **Ecodesign for Sustainable Product Regulation (ESPR) – 1st Working Plan 2025-2030**

Ensures that products on the market are sustainable: information & performance requirements.

✓ According to the ESPR, EU Ecolabel could be used as proof of compliance to Ecodesign requirements when ESPR and EU Ecolabel cover the same product groups and the same requirements

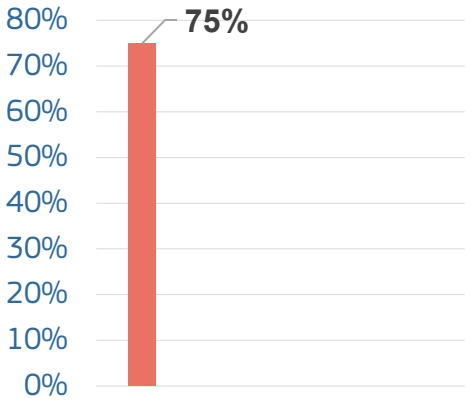
The EU Ecolabel – ON THE CONSUMPTION SIDE

- Enables consumers, public/private buyers to make **truly sustainable consumption choices**
- The EU Ecolabel is an **increasingly recognized ecolabel that can be fully trusted**



38% of EU citizens **recognise the EU Ecolabel logo.**

75% trust that EU Ecolabel products have a **lower environmental impact than similar products on the market.**

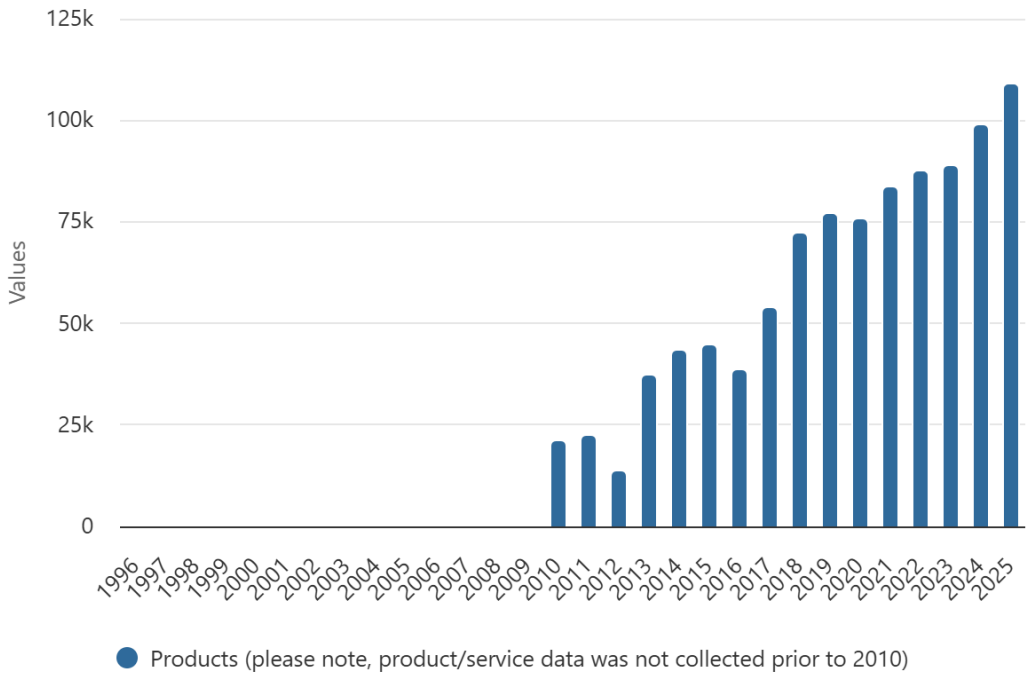


Flash Eurobarometer 535: The EU Ecolabel

September 2023 (Interviews with EU citizens, over 26.000 across EU27)

EU Ecolabel TOTAL figures – September 2025

The EU Ecolabel keeps growing!

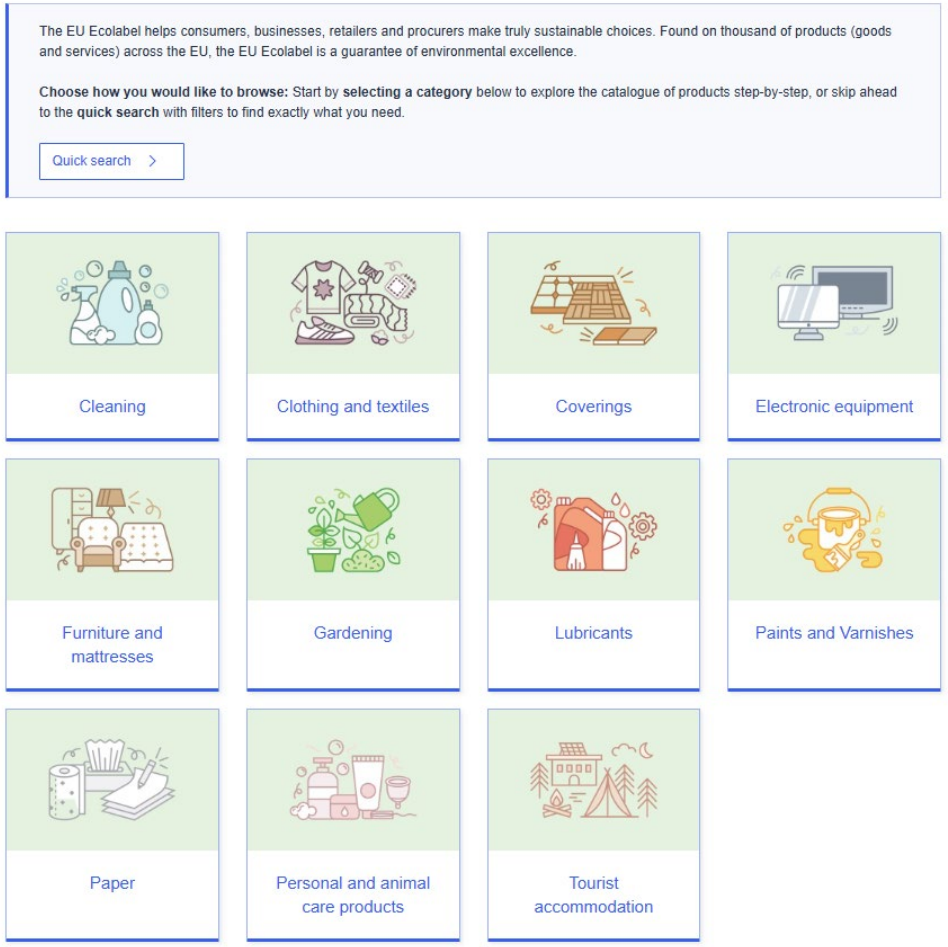


- **109 096 products** (+7% since March 2025) and 3 384 licenses (+4% since March 2025)
- Most popular product groups (by nr. of products): **paints and varnishes**, tissue paper and tissue products and textiles

- 57% of the EU Ecolabel licence holders are SMEs
- 97% of companies are located in the EEA

More info: ***Facts and Figures***

The EU Ecolabel Product Catalogue (ECAT)



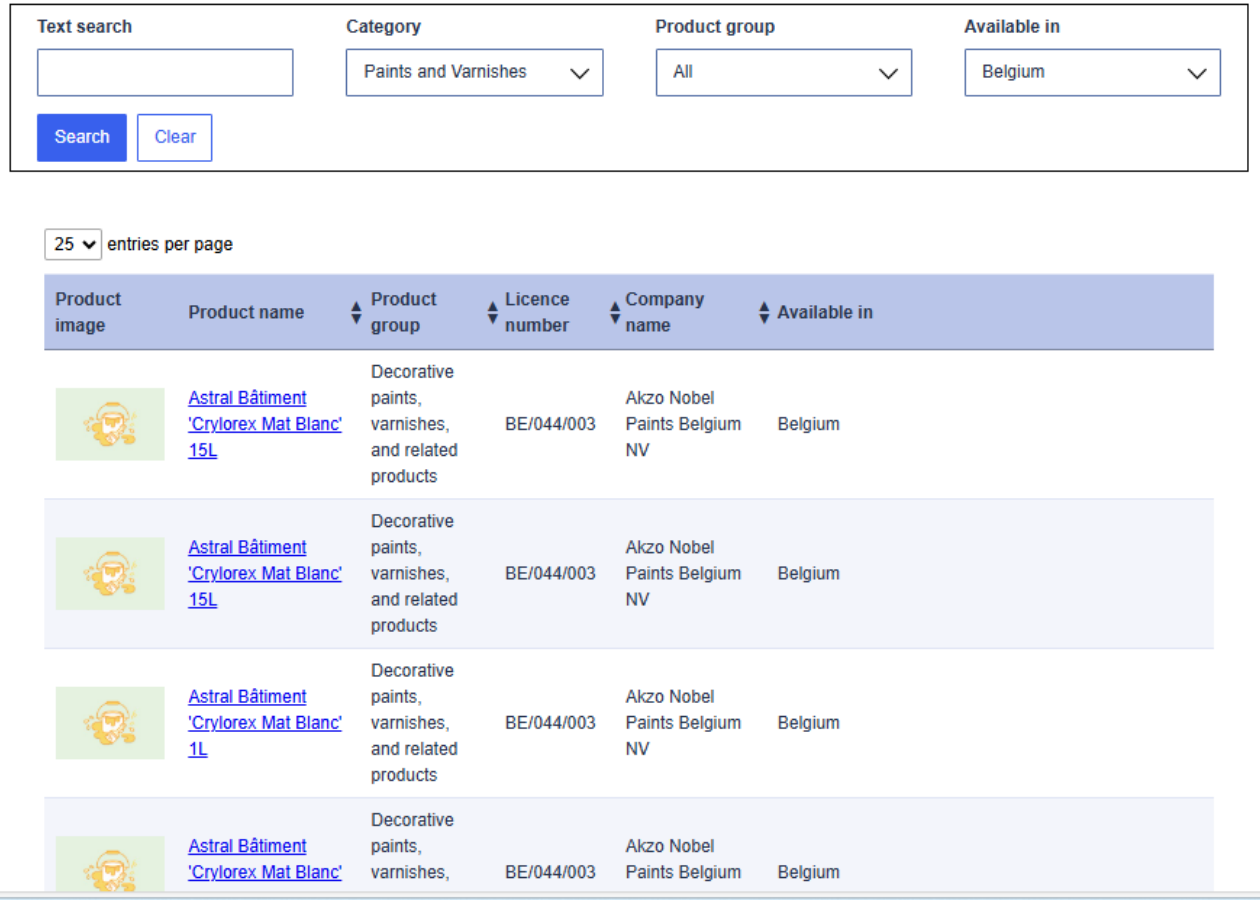
Step 01:

Go to: [EU Ecolabel Product Catalogue]

Step 02:

Choose your browsing method to find a product

The EU Ecolabel Product Catalogue (ECAT)

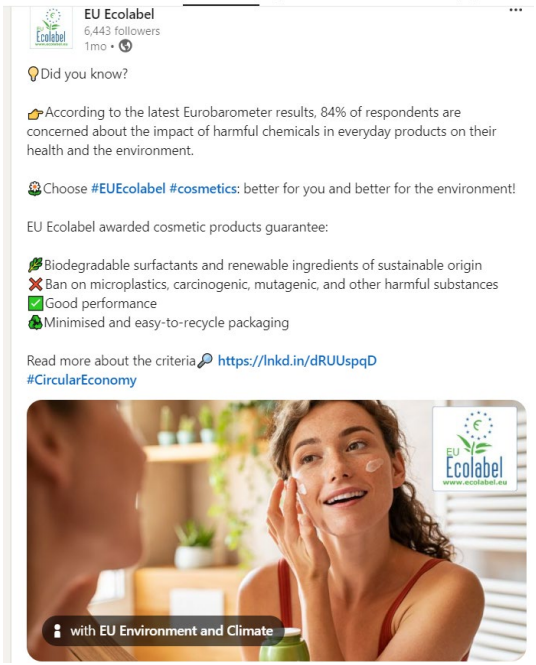


Step 03:

Browse through the products!

Find information on certified products, including the **licence holder**, licence **number**, and **availability**.

Communication actions at EU and national level



And also

- Access to EU Ecolabel certified products through EU Open Data Portal or free API.
- Strategic collaborations with several stakeholders, including e-retailers (e.g. Amazon, Booking.com, etc.)
- Etc.

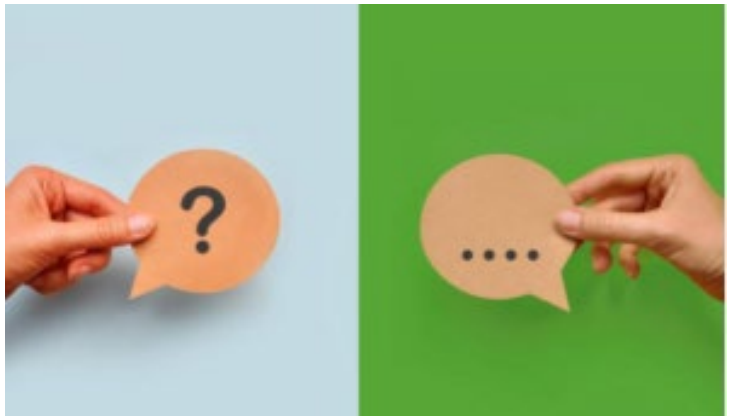
Any question? Need for help?

- **Contact your national Competent Body or consult their national website for procedural questions on the application**

- For each product group, consult:
  - The Factsheets developed to help identify your product group
  - The User Manuals for applicants

- Check the ECAT User Manual for applicants and licence holders for information on the application system in ECAT

- **Contact the EU Ecolabel Helpdesk for general questions about the EU Ecolabel scheme**



Thank you!

EU Ecolabel - Home

Follow us on:

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- **X:** EU_ENV
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- **Youtube:** EUEnvironment

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2.

The EU Ecolabel revised criteria for paints and varnishes – [redacted] [redacted] European Commission, JRC

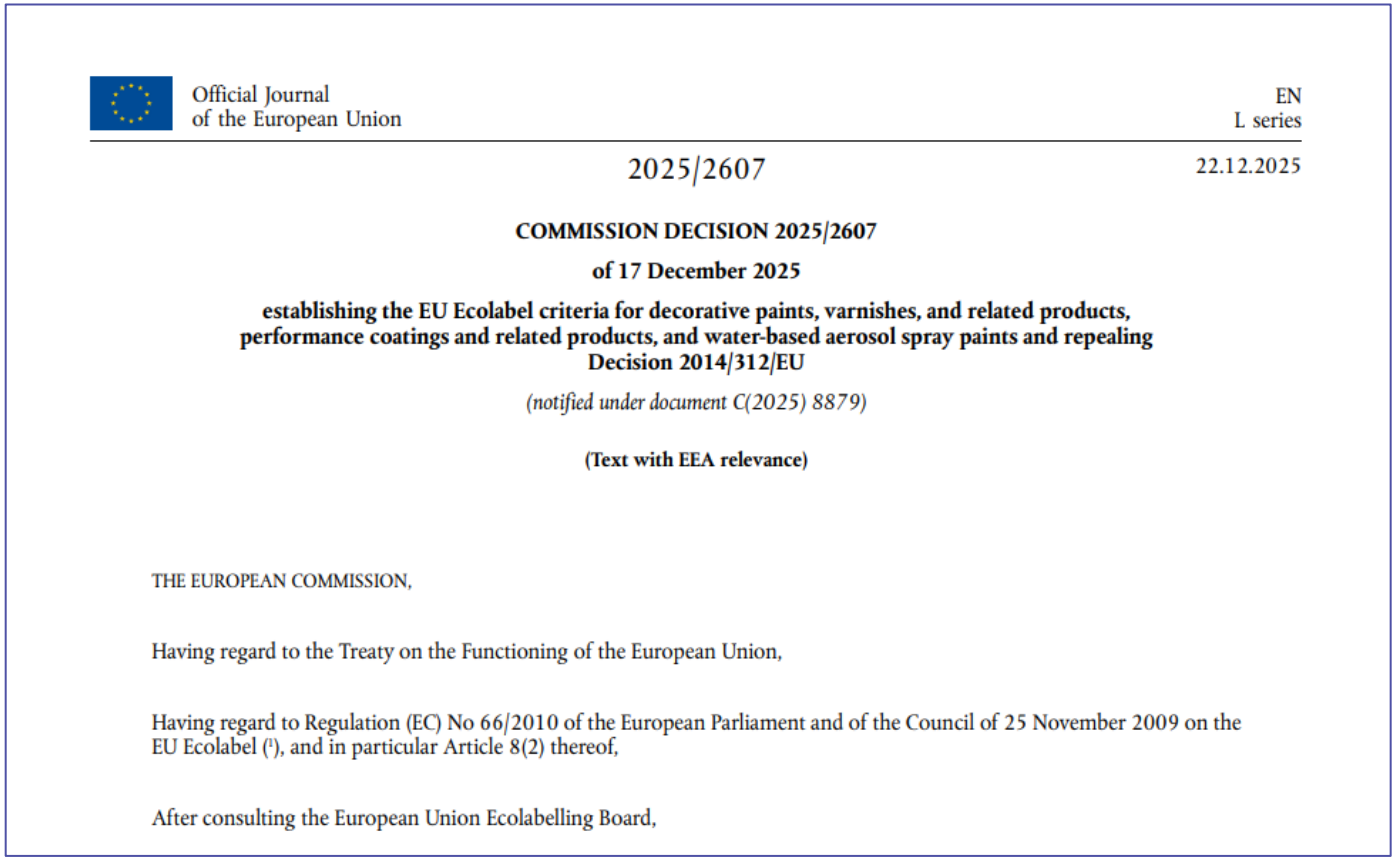
(10:10 – 10:40 CET)

Commission Decision 2025/2607

Previously indoor and outdoor paints and varnishes

18 months of transition period for current licences

Valid until **31 December 2032**



Official Journal of the European Union

EN
L series

2025/2607

22.12.2025

COMMISSION DECISION 2025/2607

of 17 December 2025

establishing the EU Ecolabel criteria for decorative paints, varnishes, and related products, performance coatings and related products, and water-based aerosol spray paints and repealing Decision 2014/312/EU

(notified under document C(2025) 8879)

(Text with EEA relevance)

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel (1), and in particular Article 8(2) thereof,

After consulting the European Union Ecolabelling Board,

Commission Decision 2025/2607

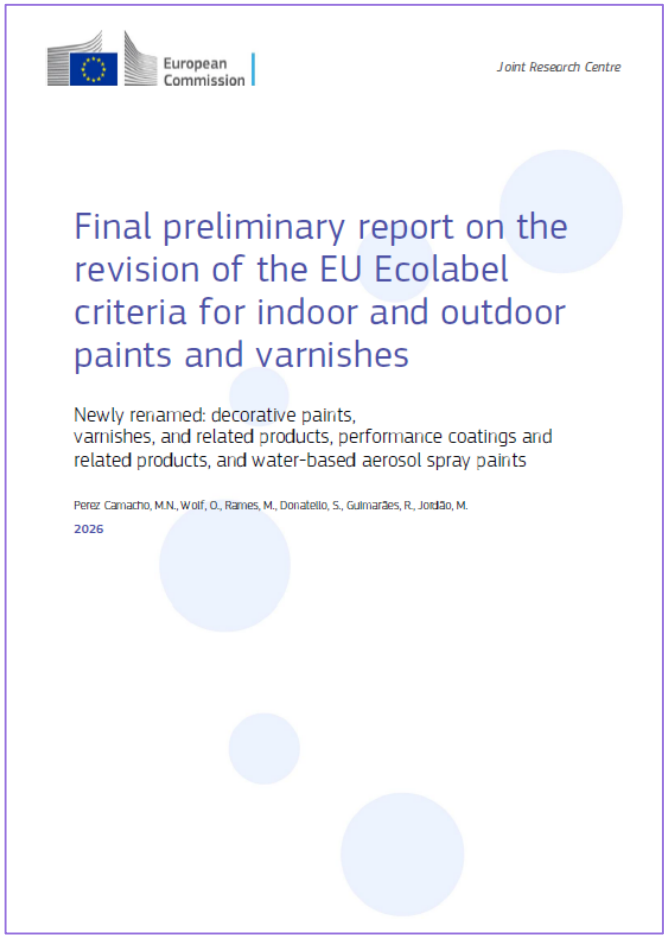
Previously indoor and outdoor paints and varnishes

18 months of transition period for current licences

Valid until **31 December 2032**

Online User Manual

Final Reports


European Commission

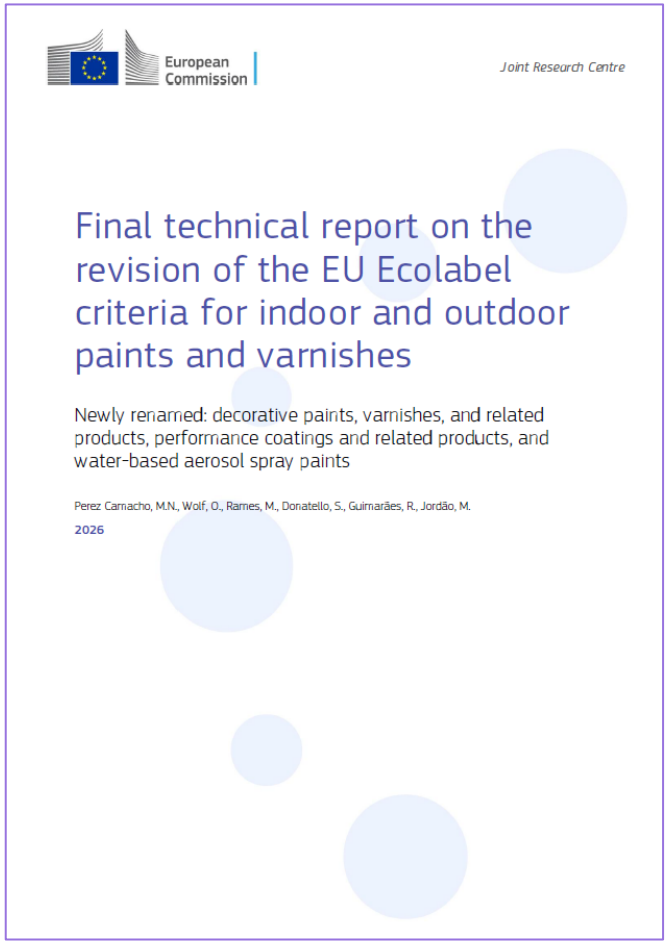
Joint Research Centre

Final preliminary report on the revision of the EU Ecolabel criteria for indoor and outdoor paints and varnishes

Newly renamed: decorative paints, varnishes, and related products, performance coatings and related products, and water-based aerosol spray paints

Perez Camacho, M.N., Wolf, O., Ramos, M., Donatello, S., Guimarães, R., Jordão, M.

2026


European Commission

Joint Research Centre

Final technical report on the revision of the EU Ecolabel criteria for indoor and outdoor paints and varnishes

Newly renamed: decorative paints, varnishes, and related products, performance coatings and related products, and water-based aerosol spray paints

Perez Camacho, M.N., Wolf, O., Ramos, M., Donatello, S., Guimarães, R., Jordão, M.

2026

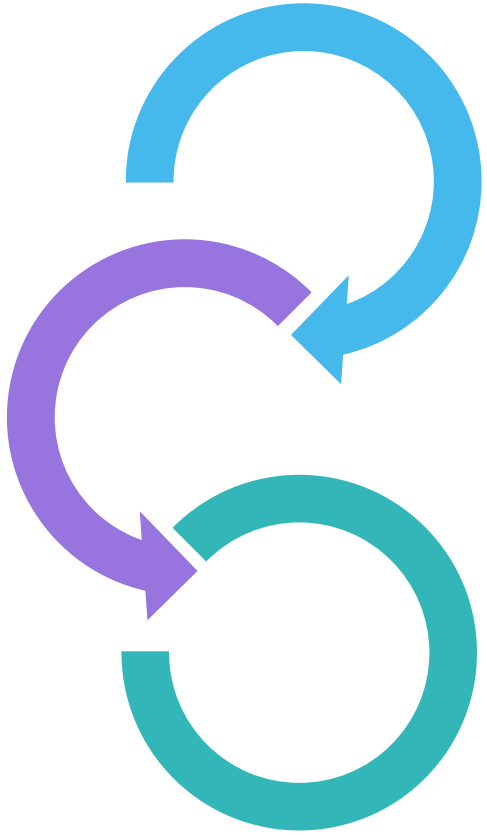
Contain the rationale and technical explanation of the preliminary work and of the new EU Ecolabel criteria

Final Preliminary Report

Final Technical Report

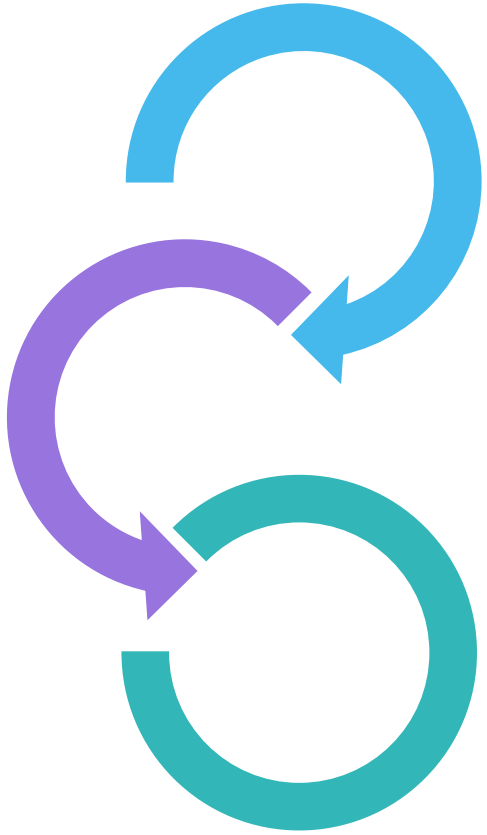
Scope of the revised criteria

New Commission Decision 2025/2607



Scope of the revised criteria

New Commission Decision [2025/2607]



Annex I

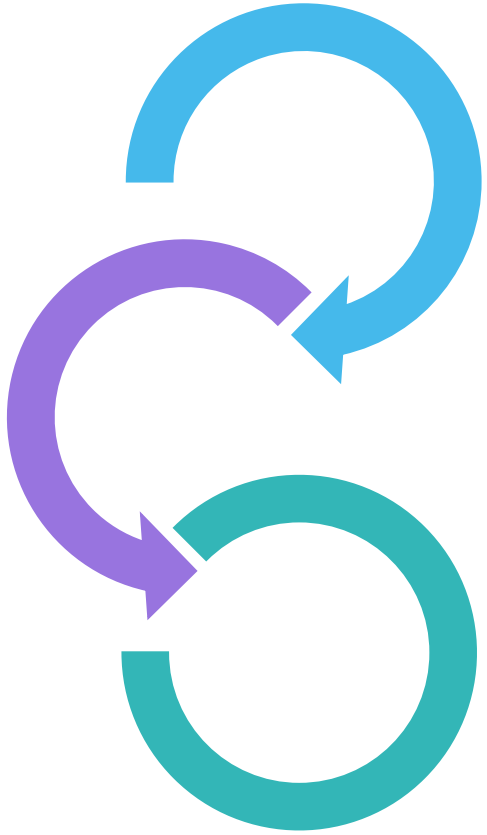
Decorative paints, varnishes, and related products

Scope of the revised criteria

New Commission Decision 2025/2607

Annex I

Decorative paints, varnishes, and related products

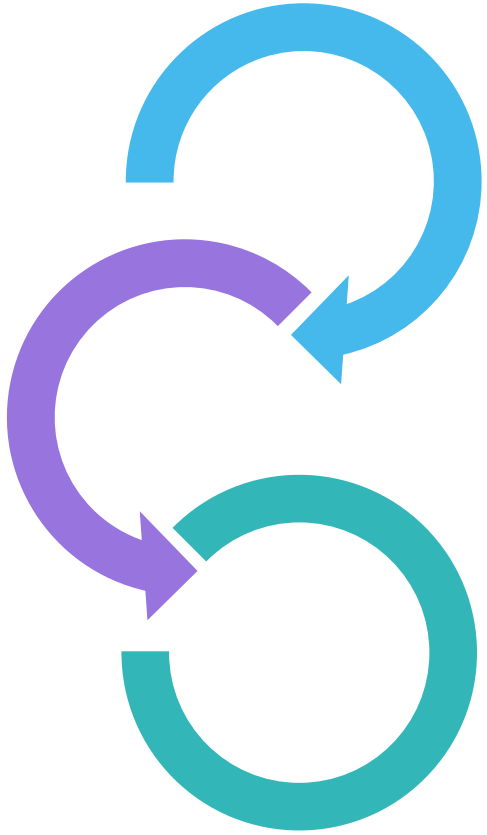


Annex II

Performance coatings and related products

Scope of the revised criteria

New Commission Decision [2025/2607]



Annex I

Decorative paints, varnishes, and related products

Annex II

Performance coatings and related products

Annex III

Water-based aerosol spray paints

Scope of the revised criteria

Annex I

Decorative paints, varnishes, and related products

– *subcategories 1.1(a) to (h) of Annex I to Directive 2004/42/EC:*
– *indoor wall and ceiling paint;*
– *outdoor mineral substrate paint;*
– *trim and cladding paints;*
– *varnishes and woodstains;*
– *primers;*
– *binding primers;*
– *tinting systems;*
– *'just add water' decorative paints or varnishes.*

Annex II

Performance coatings and related products

– *subcategories 1.1(i) and 1.1(j) of Annex I to Directiv: 2004/42/EC*
– *floor covering paints;*
– *floor covering varnishes;*
– *anti-corrosion products;*
– *primers;*
– *binding primers;*
– *waterproofing coatings.*

Annex III

Water-based aerosol spray paints

– *integral ready-to-use metal packages intended to be used by consumers and professional users to impart decorative or special performance characteristics [...].*

Out of scope of the revised criteria

New Commission Decision 2025/2607: Articles 1.2, 2.2, 3.2

– multicoloured coatings as defined in subcategory 1.1(k) of Annex I to Directive 2004/42/EC;

– decorative effect coatings as defined in subcategory 1.1(l) of Annex I to Directive 2004/42/EC;

– anti-fouling coatings;

– wood preservatives;

– any other coating systems marketed as having anti-microbial, anti-bacterial, anti-viral, disinfectant or other primary biocidal effects for the benefit of human health or related to hygiene standards in the food or drink industry, health services or any other sector, that extend beyond in-can preservation and preservation of the dry film (that is to say, beyond biocidal product types 6 and 7 as defined in Annex V to Regulation (EU) No 528/2012 of the European Parliament and of the Council);

– coatings and coating systems designed for use in industrial processes, such as powder coatings applied as powders to substrates and coatings that are cured by UV radiation;

– coatings primarily intended for vehicles;

– wood oils and waxes;

– fillers, plasters, grouts, sealants and adhesives;

– cement-based paints;

– road-marking paints.

– coatings designed to impart flame retardancy;

– coatings designed to impart graffiti resistance;

– aerosol spray paints with an organic solvent-based paint formulation;

– aerosol spray paints that are classified as an extremely flammable aerosol (H222) or a flammable aerosol (H223) under the classification rules for mixtures set out in Regulation (EC) No 1272/2008 of the European Parliament and of the Council ;

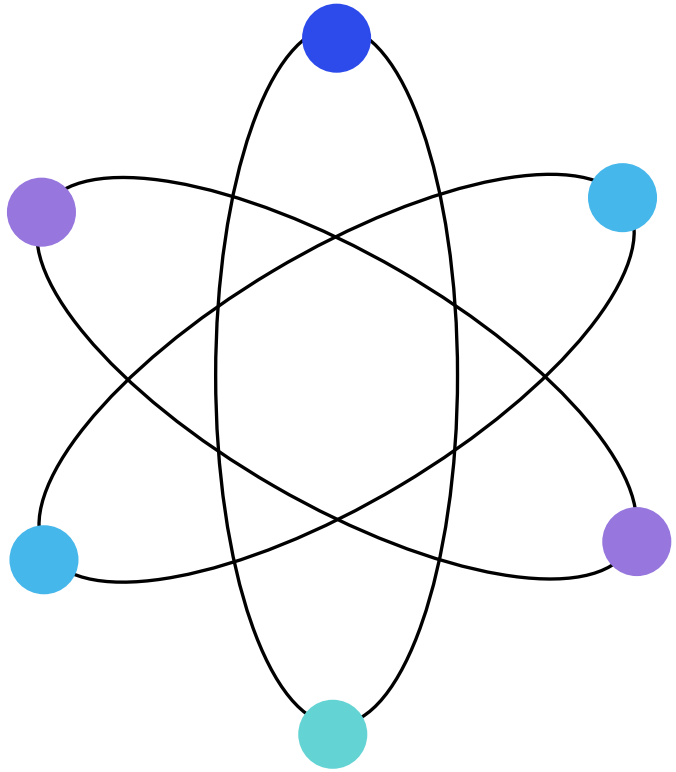
– water-based aerosol spray paints marked as substitutes for conventional paints in large-scale applications, for both wall and ceiling surfaces;

– water-based aerosol spray paints used for road-marking paints.

Assessment and Verification – key aspects

As a prerequisite, the product shall meet all applicable legal requirements of the country or countries in which the product is placed on the market.

Specific requirements indicated within **each criterion**



Competent bodies
shall recognise attestations which are issued by **accredited bodies**

Documentation, declarations, analyses, test reports → from the applicant and/or supplier(s)

Changes in suppliers and production sites → shall be notified to Competent Bodies

To reduce testing and documentation → compliance of an entire family of products → worst-case product

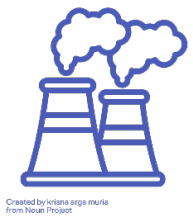
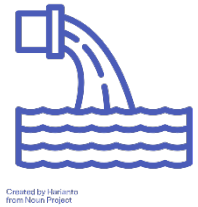
Organisation of the criteria

Annex I: Decorative paints, varnishes, and related products
Annex II: Performance coatings and related products
Annex III: Water-based aerosol spray paints

No.	Previous criteria from 2014	No.	Revised criteria		
			Annex I	Annex II	Annex III
1	White pigment and wet scrub resistance		(moved to criterion 2)		
2	Titanium dioxide production	1	**Titanium dioxide production**		
3	Efficiency in use	2	**Efficiency in Use (including WPC and WSR)**		
4	Volatile and Semi-volatile Organic Compounds (VOCs, SVOCs)	3	**Content of Volatile and Semi-volatile Organic Compounds (VOCs, SVOCs)**		**Content of Volatile Organic Compounds (VOCs)**
5	Restriction of hazardous substances and mixtures	4	**Restriction of hazardous substances and mixtures**		
6	Consumer information	5	**VOC emissions**		**n/a**
7	Information appearing on the EU Ecolabel	6 or 5	**Consumer information**		**Consumer information**
n/a	n/a	7 or 6	**Information appearing on the EU Ecolabel**		**Information appearing on the EU Ecolabel**

Criterion 1: Titanium dioxide production

Applicable when TiO_2 content is >3% w/w in final product.

		Sulphate process	Chloride process
	**Emissions to air**	Dust ✓	✓
		SO_2 ✓	
		HCl	✓
	**Emissions to water**	SO^{2-}_4 ✓	
		Cl^-	✓
	Low dust working environment	To be demonstrated	To be demonstrated

Annex I | *Annex II* | *Annex III*

Icons: © Noun project: kriana arga muria, Harianto, Circion Tech, Christine Chapman

Criterion 2: Efficiency in use

Annex I

Sub-criteria
2(a) Spreading rate
2(b) Wet scrub resistance (WSR) and white pigment content (WPC)
2(c) Resistance to water
2(d) Adhesion
2(e) Weathering
2(f) Water vapour permeability
2(g) Liquid water permeability
2(h) Fungal resistance
2(i) Algal resistance
2(j) Crack bridging
2(k) Alkali resistance

11 sub-criteria

Annex II

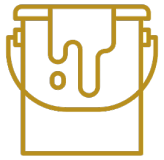
Sub-criteria
2(a) Spreading rate
2(b) White pigment content
2(c) Resistance to water
2(d) Adhesion
2(e) Abrasion
2(f) Weathering
2(g) Corrosion resistance
2(h) Ecotoxicity

8 sub-criteria

Annex III

Sub-criteria
2(a) Spreading rate
2(b) Efficiency in spraying
2(c) Adhesion
2(d) Corrosion resistance
2(e) Weathering

5 sub-criteria



Verification:

- ✓ *Test report (specific)*
- ✓ *Laboratory test report template*
- ✓ *Excel app form*

Icons: © Noun project: kusuma potter, franc11s

Criterion 3: Content of VOCs and SVOCs

Annex I

Annex II

Annex III

Maximum content limits depend on the denotation according to Directive 2004/42/EC

a. Interior matt walls and ceilings (Gloss < 25@60°)
b. Interior glossy walls and ceilings (Gloss > 25@60°)
c. Exterior walls of mineral substrate
d. Interior/Exterior trim and cladding paints for wood and metal
e. Interior trim varnishes and woodstains, including opaque woodstains
e. Exterior trim varnishes and woodstains, including opaque woodstains
f. Interior and Exterior minimal build woodstains
g. Primers
h. Binding primers

i. One-pack performance coating products mentioned in Article 2(1), including waterproofing coatings but excluding anti-corrosion coatings
j. Multi-pack reactive performance coating products mentioned in Article 2(1), including waterproofing coatings but excluding anti-corrosion coatings
(part of i or j) Anti-corrosion coating products and primers

(only VOCs)

VOC content limits (5)		
Liquid paint component	Propellant	Final product
VOC limits (expressed in terms of g/l of aerosol)		

Verification:
- ✓ *Test report/x*
- ✓ *Laboratory test report template/ Chem. Supplier declaration*
- ✓ *Excel app form*

A VOC is considered as any organic compounds having an initial boiling point less than or equal to 250 °C measured at a standard pressure of 101.3 kPa

An SVOC is considered as any organic compound having a boiling point greater than 250 °C and less than 370 °C measured at a standard pressure of 101.3 kPa

Icon: © Noun project: Adrien Coquet

Criterion 4: Restriction of hazardous substances and mixtures

Annex I	Annex II	Annex III

4.1 Restrictions on Substances of Very High Concern (SVHCs) – REACH Candidate List

4.2 General restrictions based on classifications according to specific hazard classifications defined in Regulation (EC) No 1272/2008 (CLP)

- ✓ *Includes derogations to certain substances*

4.3 Specific hazardous substance restrictions for ingoing substances

- ✓ *Preservatives that are carcinogenic, mutagenic or toxic for reproduction*
- ✓ *Endocrine disruptors*
- ✓ *PBT; vPvB; PMT; vPvM*
- ✓ *APEOs; PFAS; phthalates; organotin compounds; some fragrances; bisphenols; pigments based on heavy metals such Cd, Pb, Cr(VI), Hg, As, Se, Sb or Co; free formaldehyde; SPMs; TiO_2 nanoform (only in annex III).*

Criterion 5: VOC emissions

Annex I | Annex II

- ✓ *Only applicable to indoor products.*
- ✓ *If chamber air concentrations can be shown to comply with the 28-day limits before the 28-day period has been completed but after a period of at least 3 days, then those results can be accepted as proof of compliance and the test can be halted at that point.*

VOC emission limits

Parameter	3-day test results	28-day test results
TVOC (*2)	≤ 3 000 µg/m³	≤ 300 µg/m³
R value (*3)	n/a	≤ 1,0
Formaldehyde	n/a	≤ 10 µg/m³
Any other category 1A or 1B carcinogenic VOCs not covered by EU LCI values (*4)	≤ 10 µg/m³ per substance	≤ 1 µg/m³ per substance

Verification:
- ✓ *Test report*
- ✓ *Laboratory test report template*
- ✓ *Excel app form*

Icon: © Noun project: Adrien Coquet

Criterion 6: Consumer information

Annex I | Annex II | Annex III

a) Information that should appear on or be attached to the packaging

— Recommendation to minimise coating product wastage by estimating how much coating product is needed before purchase,

— How to recover unused coating product for reuse,

— How reuse of coating product can effectively minimise the products' life cycle environmental impact,

— Information requested in sub-criterion 6(b) or explanation of how to access such information.

b) Information that should appear on or be attached to the packaging or be available via a web-link or QR code

— How to estimate the amount of coating product needed prior to purchase in order to minimise coating product wastage and a recommended amount as a guideline (for example for 1 m^2 of wall, X litres of coating product is needed),

— Appropriate storage conditions of the product (before and after opening), including, where appropriate, safety advice,

— Safety measures for the user including basic recommendation on personal protective equipment that should be worn and additional measures that should be taken when using the product and if applicable when using spray equipment,

— The use of cleaning equipment and appropriate waste management of the 'leftover coating product' and packaging (in order to limit water and soil pollution). For example, text advising that the unused product requires specialist handling for safe environmental disposal and therefore it should not be thrown away with household or commercial waste.

Verification

- ✓ Declaration of compliance
- ✓ Artwork or samples of the user information and/or a link or QR code

Criterion 7: Information appearing on the EU Ecolabel

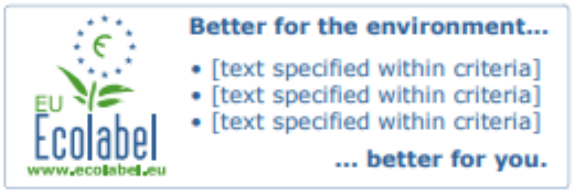
Annex I	Annex II	Annex III

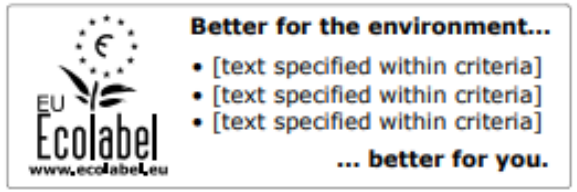
The optional label with text box should contain three statements, according to their relevance

Verification

- ✓ *Declaration of compliance*
- ✓ *Sample of the product label or an artwork of the packaging where the EU Ecolabel is placed*

Updated guidelines for using the EU Ecolabel logo available here (April 2025)





→ Font: Verdana.

→ Font size: minimum 7.

→ Colours: see specifications for 'colours'/'monochrome' on pages 8 and 9.

More information in last presentation of today – EU Ecolabel logo

Thank you

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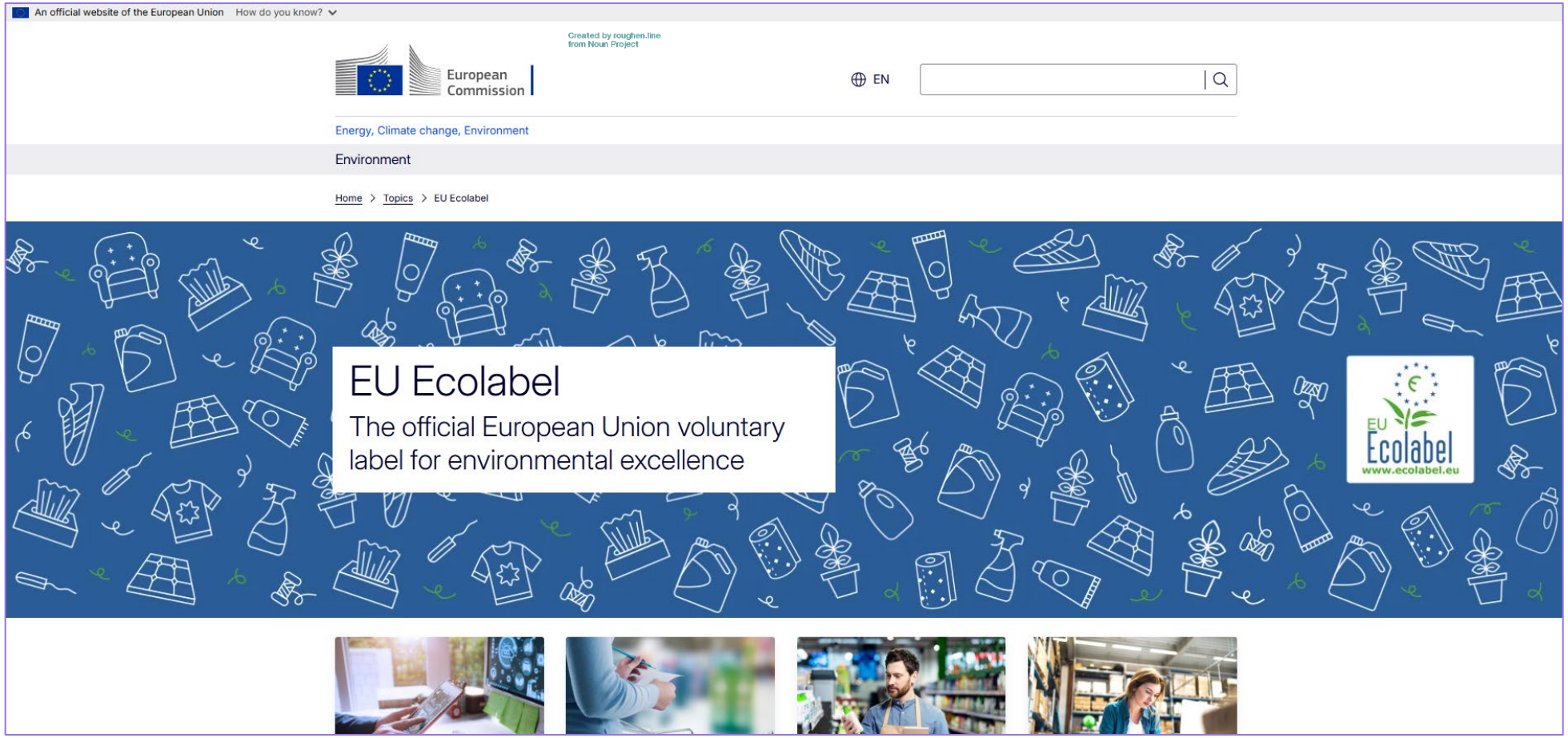
3.

How to apply for the EU Ecolabel – [redacted], European Commission, JRC

(10:40 – 11:00 CET)

Relevant information



https://environment.ec.europa.eu/topics/circular-economy-topics/eu-ecolabel_en

Icons: © Noun project: Andri Yosafa, roughen.line

Relevant information

Quick links

About the EU Ecolabel

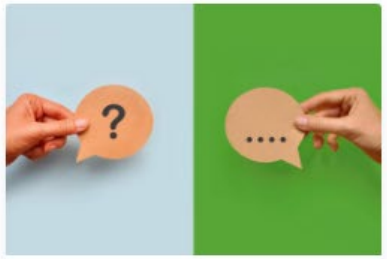
Product Groups and Criteria

How to apply

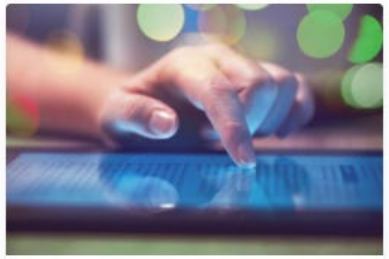
EU Ecolabel Product Catalogue (ECAT)

EU Ecolabel Tourist Accommodation

EU Ecolabel Branding



Community and Helpdesk



Success Stories

https://environment.ec.europa.eu/topics/circular-economy-topics/eu-ecolabel_en

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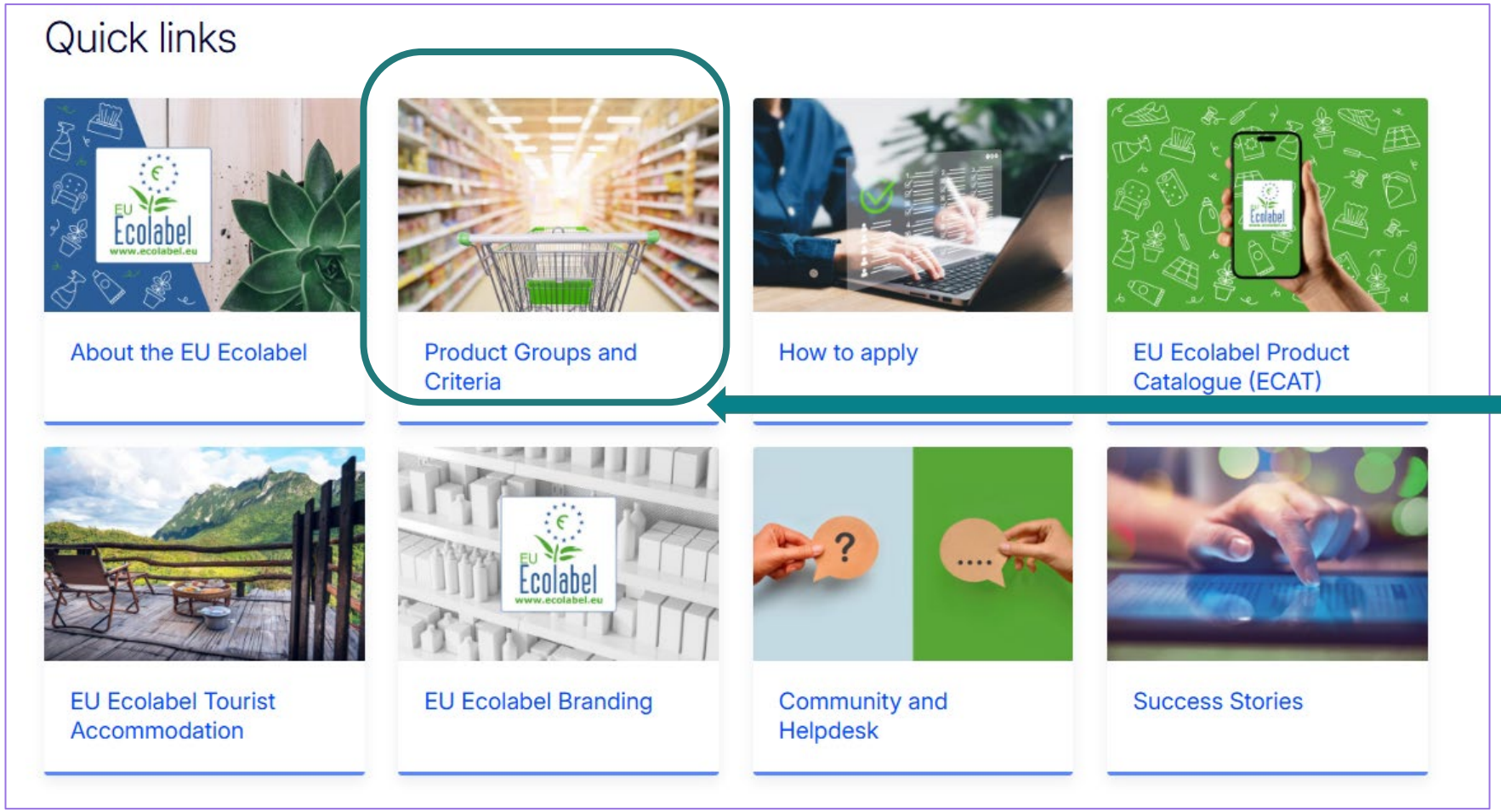
Relevant information



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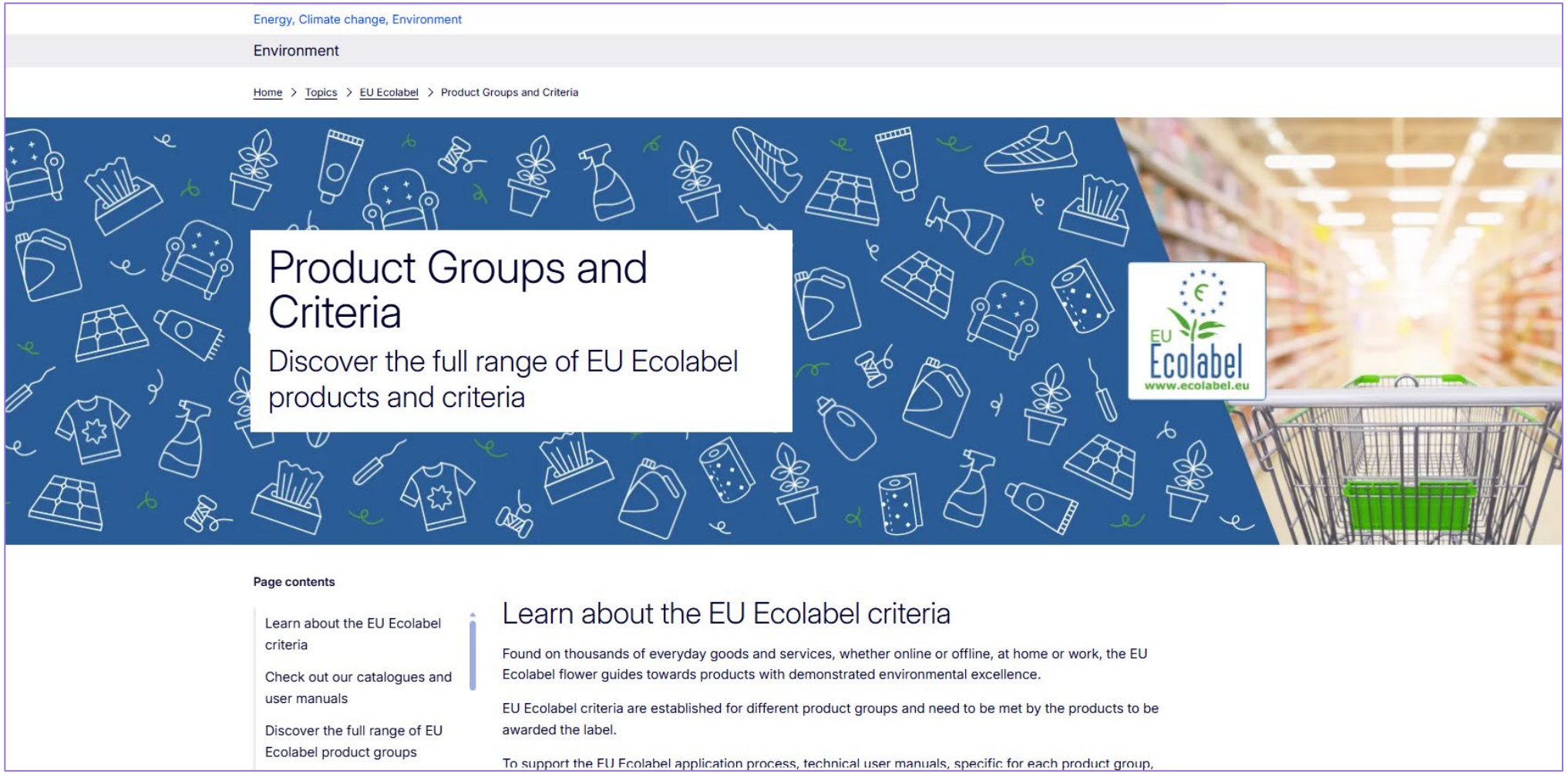

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Environment

Home > Topics > EU Ecolabel > Product Groups and Criteria > Paints and Varnishes

EU Ecolabel - Paints and Varnishes

The EU Ecolabel Paints and Varnishes product category includes 3 product groups: decorative paints, varnishes, and related products; performance coatings and related products; and water-based aerosol spray paints. The EU Ecolabel criteria guarantee, among others, reduced amounts of hazardous substances and of volatile organic compounds (VOCs). The certified products are also tested for high performance for indoor and/or outdoor use.

Paints and Varnishes

Current Criteria	**Commission Decision (EU) 2025/2607 of 17 December 2025**
Validity	**31 December 2032**
Application pack / User manual	User Manual - Paints and Varnishes
Practical guide (in all languages)	*In preparation*
Revision	Finalised
Miscellaneous	Preliminary Report
	Final Technical Report (2026)
Criteria in a nutshell	Factsheet *(more languages soon)*

https://environment.ec.europa.eu/topics/circular-economy-topics/eu-ecolabel_en

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Environment

Home > Topics > EU Ecolabel > Product Groups and Criteria > Paints and Varnishes

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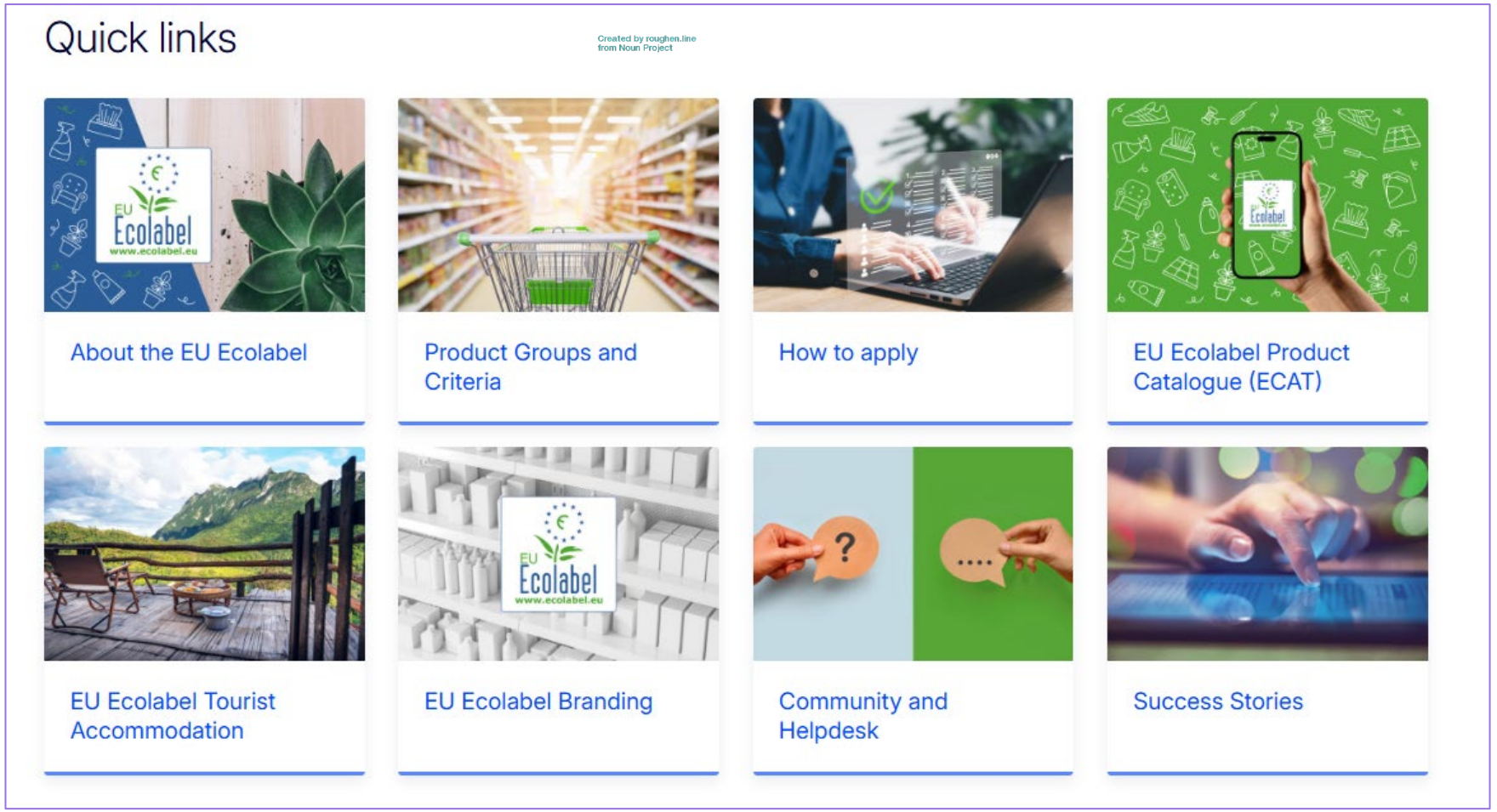
Relevant information



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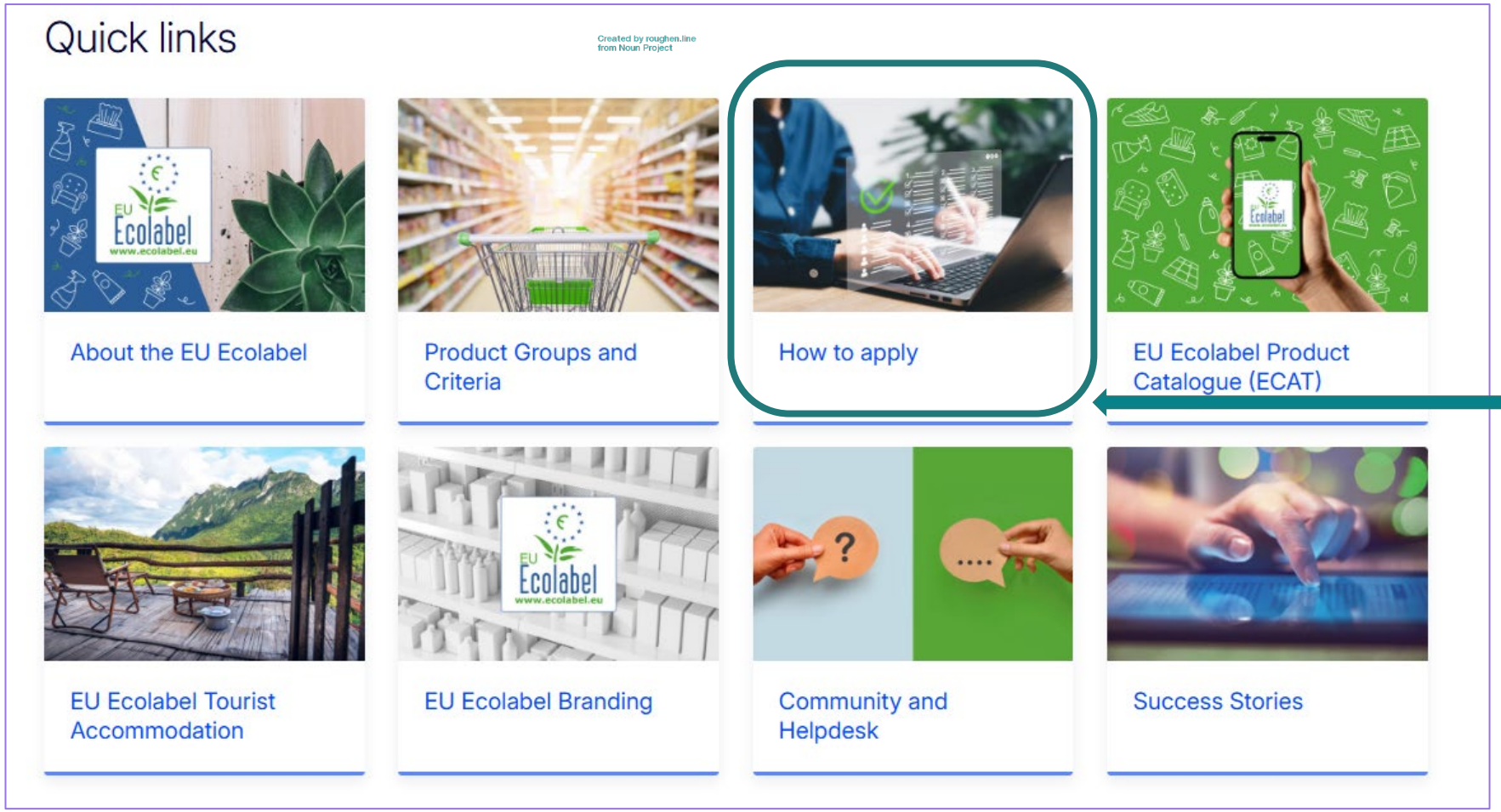
Relevant information



https://environment.ec.europa.eu/topics/circular-economy-topics/eu-ecolabel_en

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Application process: main steps

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How to Apply for the EU Ecolabel

1. Select your national EU Ecolabel Competent Body and set contact.

2. Pre-register your product in the online EU Ecolabel Product Catalogue (ECAT) by following the instructions provided in the ECAT User Manual.

Created by Andri Yosafa from Noun Project

3. Prepare your full application using guidance in the relevant User Manual for your product group.

4. Submit your application to your Competent Body and pay the application fee.

5. After approval, **display** the EU Ecolabel logo on your product and start the promotion. Don't forget to enter your product's GTIN (Global Trade Item Number) codes in ECAT to ensure the visibility in online retail-shops.

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Supplementary materials

Online User Manual

Supplementary materials

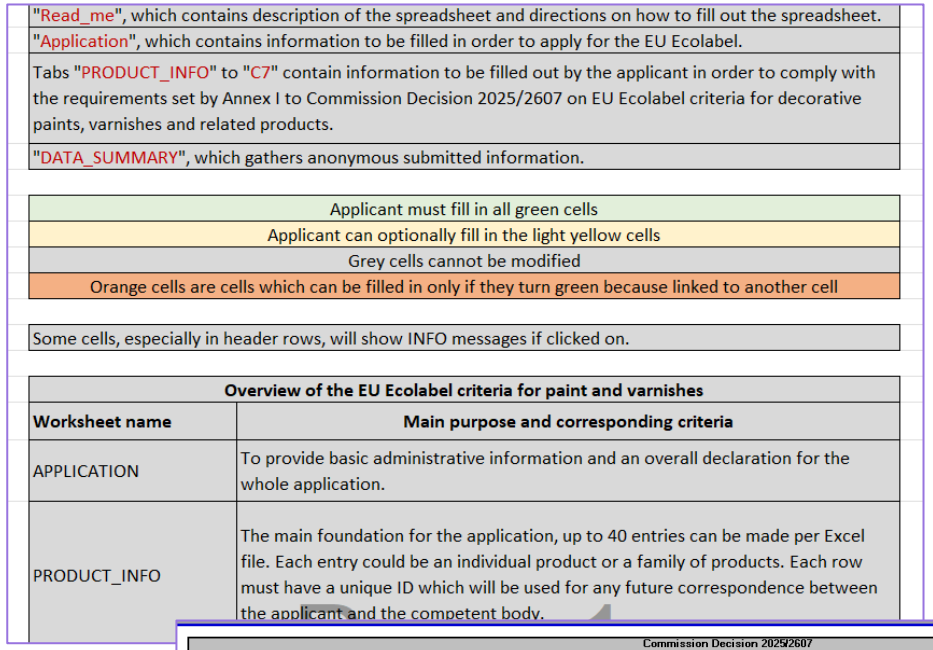
- **User Manual:** Parts A and B: General Information and description of requirements for the product. Specially Part B: scope and criteria (+ info how to comply with them).

Supplementary materials

- **User Manual:** Parts A and B: General Information and description of requirements for the product. Specially Part B: scope and criteria (+ info how to comply with them).

- **Application Form** – Separated Excels files that should **be completed by the applicant** and submitted electronically.

  - Read me – tab
  - Application and Product information – tabs
  - Criterion 1 to 7 - tabs

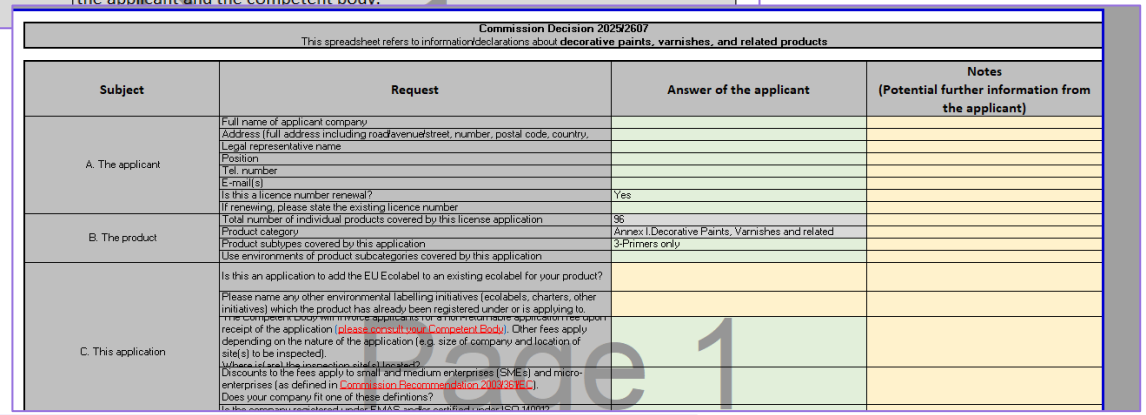


"Read_me", which contains description of the spreadsheet and directions on how to fill out the spreadsheet.
"Application", which contains information to be filled in order to apply for the EU Ecolabel.
Tabs "PRODUCT_INFO" to "C7" contain information to be filled out by the applicant in order to comply with the requirements set by Annex I to Commission Decision 2025/2607 on EU Ecolabel criteria for decorative paints, varnishes and related products.
"DATA_SUMMARY", which gathers anonymous submitted information.

Applicant must fill in all green cells
Applicant can optionally fill in the light yellow cells
Grey cells cannot be modified
Orange cells are cells which can be filled in only if they turn green because linked to another cell

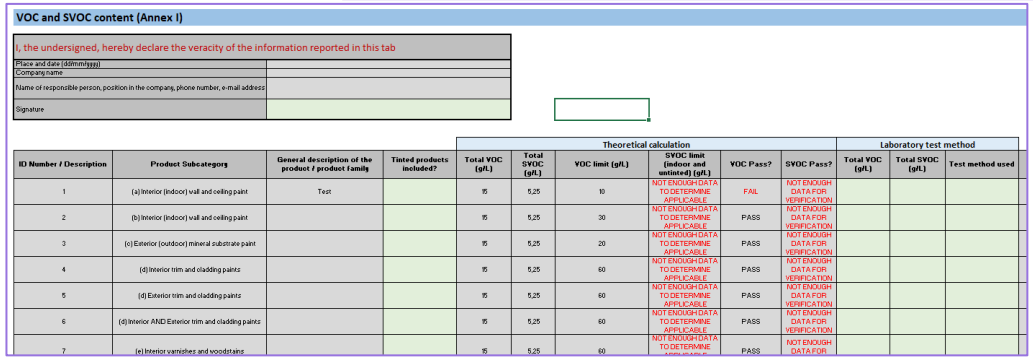
Some cells, especially in header rows, will show INFO messages if clicked on.

Overview of the EU Ecolabel criteria for paint and varnishes	
Worksheet name	**Main purpose and corresponding criteria**
APPLICATION	To provide basic administrative information and an overall declaration for the whole application.
PRODUCT_INFO	The main foundation for the application, up to 40 entries can be made per Excel file. Each entry could be an individual product or a family of products. Each row must have a unique ID which will be used for any future correspondence between the applicant and the competent body.



Commission Decision 20252607
This spreadsheet refers to information/declarations about **decorative paints, varnishes, and related products**

Subject	Request	Answer of the applicant	Notes (Potential further information from the applicant)
A. The applicant	Full name of applicant company		
	Address (full address including road/avenue/street, number, postal code, country,		
	Legal representative name		
	Position		
	Tel. number		
	E-mail(s)		
B. The product	Is this a licence number renewal?	Yes	
	If renewing, please state the existing licence number		
	Total number of individual products covered by this license application	96	
	Product category	Annex I.Decorative Paints, Varnishes and related	
	Product subtypes covered by this application	3-Primers only	
	Use environments of product subcategories covered by this application		
C. This application	Is this an application to add the EU Ecolabel to an existing ecolabel for your product?		
	Please name any other environmental labelling initiatives (ecolabels, charters, other initiatives) which the product has already been registered under or is applying to.		
	The Competent Body will invoice applicants for a non-refundable application fee upon receipt of the application (please consult your Competent Body). Other fees apply depending on the nature of the application (e.g. size of company and location of site(s) to be inspected). Where is/are the inspection site(s) located?		
	Discounts to the fees apply to small and medium enterprises (SMEs) and micro-enterprises (as defined in Commission Recommendation 2003/361/EC). Does your company fit one of these definitions?		
	Is the company registered under EMAS and/or certified under ISO 14001?		



VOC and SVOC content (Annex I)

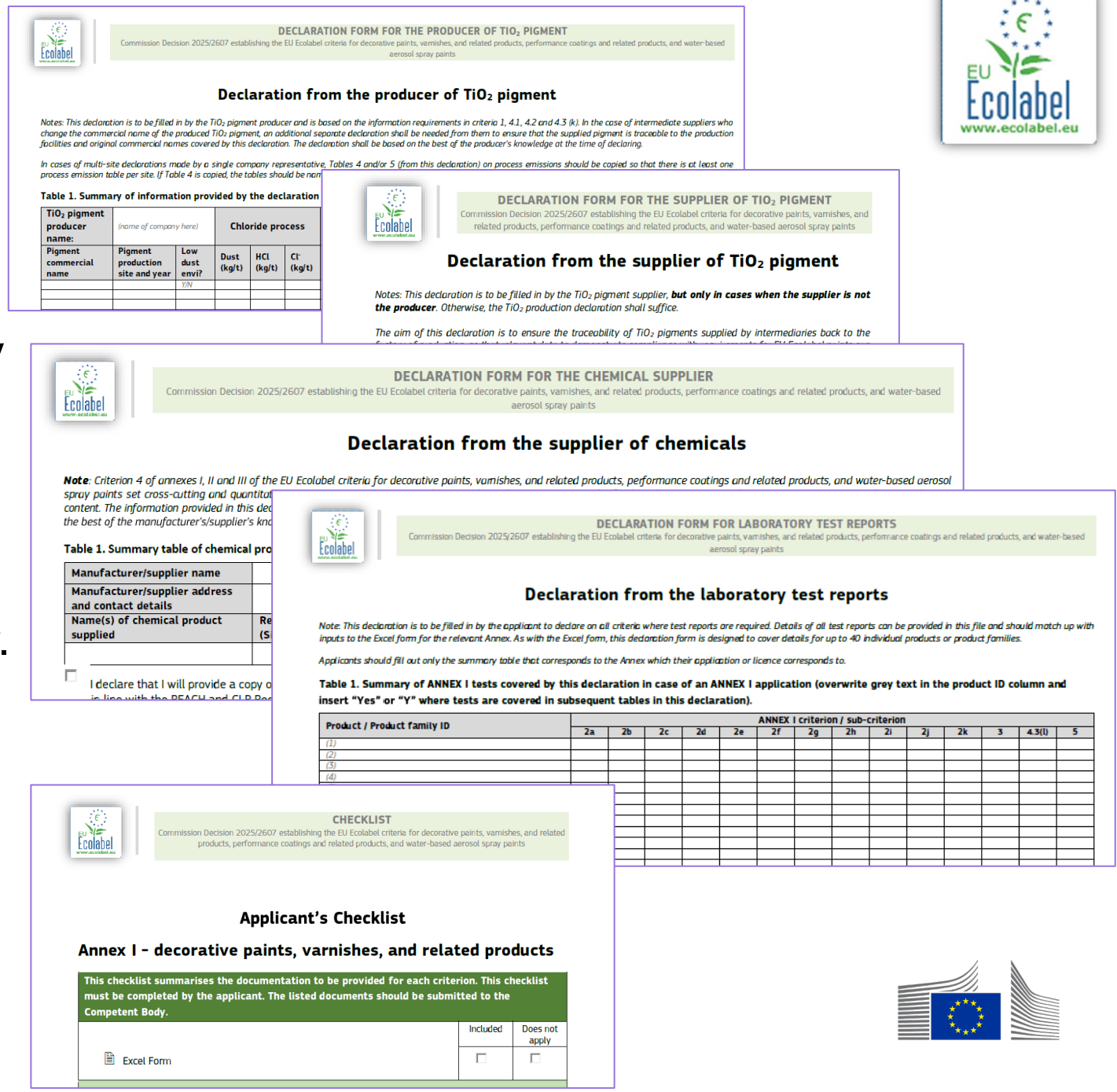
I, the undersigned, hereby declare the veracity of the information reported in this tab

Place and date (dd/mm/yyyy)	
Company name	
Name of responsible person, position in the company, phone number, e-mail address	
Signature	

				Theoretical calculation						Laboratory test method		
ID Number / Description	Product Subcategory	General description of the product / product family	Tinted products included?	Total VOC (g/L)	Total SVOC (g/L)	VOC limit (g/L)	SVOC limit (indoor and untinted) (g/L)	VOC Pass?	SVOC Pass?	Total VOC (g/L)	Total SVOC (g/L)	Test method used
1	(a) Interior (indoor) wall and ceiling paint	Test		15	5,25	10	NOT ENOUGH DATA TO DETERMINE APPLICABLE	FAIL	NOT ENOUGH DATA FOR VERIFICATION			
2	(b) Interior (indoor) wall and ceiling paint			15	5,25	30	NOT ENOUGH DATA TO DETERMINE APPLICABLE	PASS	NOT ENOUGH DATA FOR VERIFICATION			
3	(c) Exterior (outdoor) mineral substrate paint			15	5,25	20	NOT ENOUGH DATA TO DETERMINE APPLICABLE	PASS	NOT ENOUGH DATA FOR VERIFICATION			
4	(d) Interior trim and cladding paints			15	5,25	60	NOT ENOUGH DATA TO DETERMINE APPLICABLE	PASS	NOT ENOUGH DATA FOR VERIFICATION			
5	(d) Exterior trim and cladding paints			15	5,25	60	NOT ENOUGH DATA TO DETERMINE APPLICABLE	PASS	NOT ENOUGH DATA FOR VERIFICATION			
6	(d) Interior AND Exterior trim and cladding paints			15	5,25	60	NOT ENOUGH DATA TO DETERMINE APPLICABLE	PASS	NOT ENOUGH DATA FOR VERIFICATION			
7	(e) Interior varnishes and woodstains			15	5,25	60	NOT ENOUGH DATA TO DETERMINE APPLICABLE	PASS	NOT ENOUGH DATA FOR			

Supplementary materials

- **User Manual:** Parts A and B: General Information and description of requirements for the product. Specially Part B: scope and criteria (+ info how to comply with them).
- **Application Form:** Separated Excel file that should **be completed by the applicant** and submitted electronically.
- **Declarations**: from the producer and the supplier of TiO_2, supplier of chemicals, and laboratory test reports.
- **Checklist:** from the applicant.



Application process: main steps

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5. After approval, **display** the EU Ecolabel logo on your product and start the promotion. Don't forget to enter your product's GTIN (Global Trade Item Number) codes in ECAT to ensure the visibility in online retail-shops.

EU Ecolabel - Branding

More information in next presentation – EU Ecolabel logo

Icons: © Noun project: Andri Yosafa, roughen.line

Factsheet available

[The EU Ecolabel for decorative paints, varnishes and related products, performance coatings and related products, and water-based aerosol spray paints - Publications Office of the EU]

European Commission

Environment

The EU Ecolabel for decorative paints, varnishes and related products, performance coatings and related products, and water-based aerosol spray paints

January 2026
#EUEcolabel

The EU Ecolabel is the official European Union voluntary label for environmental excellence, awarded to sustainably designed products. The EU Ecolabel encourages innovation, promotes competitiveness and contributes to the EU goal of **climate neutrality** by **2050**, a **clean** and **circular economy** and the zero-pollution ambition for a **toxic-free environment**.

Consumers are increasingly looking for sustainable products. Through the EU Ecolabel, industry can offer reliable and truly eco-friendly paint products, empowering consumers to make informed choices in order to play an active role in the green transition.

Which paints and varnishes can be awarded the EU Ecolabel?

- Decorative indoor and outdoor paints, varnishes, wood stains and primers, which include:
  - indoor wall and ceiling paint;
  - outdoor mineral substrate paint;
  - trim and cladding paints;
  - varnishes and wood stains;
  - primers;
  - binding primers;
  - 'just add water' decorative paints or varnishes.
- Water-based aerosol spray paints.
- Performance coatings and related products, which include certain one-pack and multi-pack performance coating products such as:
  - floor covering paints;
  - floor covering varnishes;
  - anti-corrosion products;
  - primers;
  - binding primers;
  - waterproofing coatings.

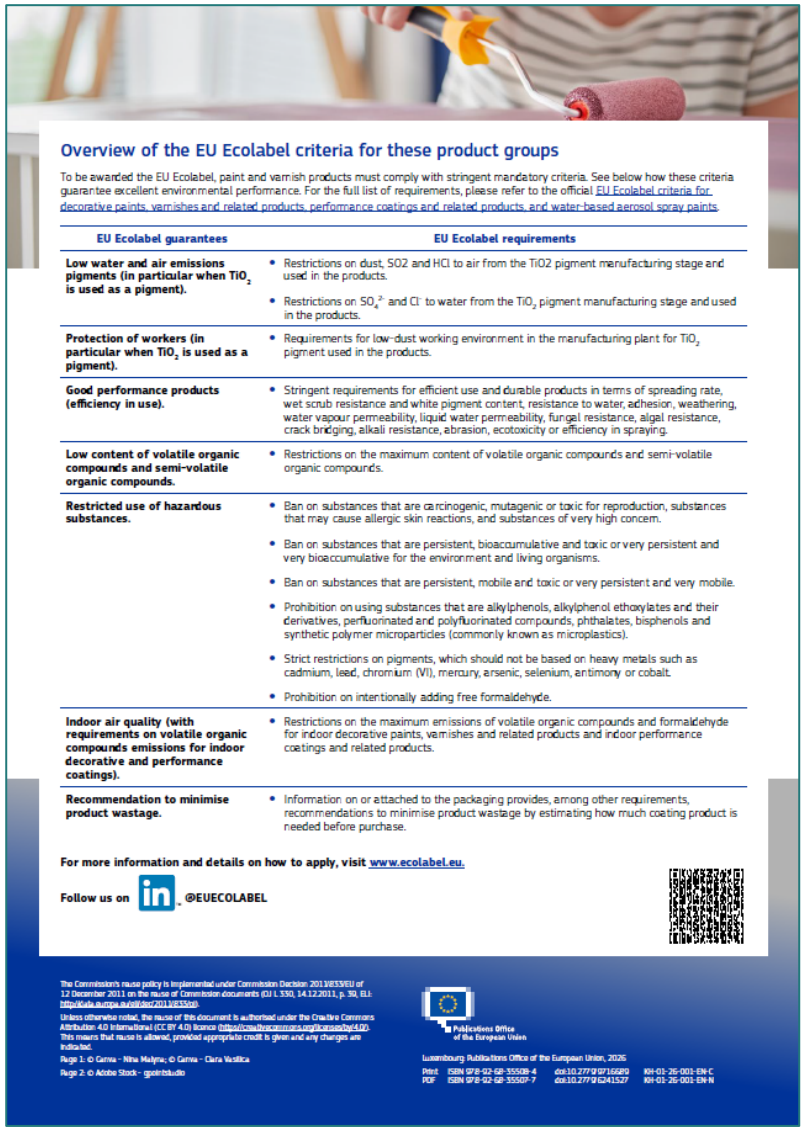
For **excluded products** please refer to the EU Ecolabel Decision.

Ambitious criteria, which focus on the main environmental impact throughout the life cycle of a product, ensure that EU Ecolabel paint and varnish products are of good quality and among the best on **the market in terms of environmental performance**.

The EU Ecolabel criteria aim to reduce the environmental impact of paint and varnish products on air, water, soil and biodiversity, and to reduce the environmental damage or risks related to the use of certain chemicals (particularly relevant for products used indoors). In addition, the criteria encourage circular economy practices, including waste reduction and products with higher performance levels in terms of durability or efficiency in use.

SPECIFICALLY, THE EU ECOLABEL GUARANTEES:

- use of low water and air emissions pigments (in particular when TiO_2 is used as a pigment);
- protection of workers (in particular when TiO_2 is used as a pigment);
- good performance of products (efficiency in use) in terms of resistance to water, adhesion or weathering, among other characteristics related to durability;
- low content of volatile organic compounds and semi-volatile organic compounds;
- restricted use of hazardous substances;
- indoor air quality (with requirements on volatile organic compounds emissions for indoor decorative and performance coatings);
- the recommendation to minimise product wastage.



Overview of the EU Ecolabel criteria for these product groups

To be awarded the EU Ecolabel, paint and varnish products must comply with stringent mandatory criteria. See below how these criteria guarantee excellent environmental performance. For the full list of requirements, please refer to the official EU Ecolabel criteria for decorative paints, varnishes and related products, performance coatings and related products, and water-based aerosol spray paints.

EU Ecolabel guarantees	EU Ecolabel requirements
Low water and air emissions pigments (in particular when TiO_2 is used as a pigment).	• Restrictions on dust, SO2 and HCl to air from the TiO2 pigment manufacturing stage and used in the products. • Restrictions on SO_4^{2-} and Cl^- to water from the TiO_2 pigment manufacturing stage and used in the products.
Protection of workers (in particular when TiO_2 is used as a pigment).	• Requirements for low-dust working environment in the manufacturing plant for TiO_2 pigment used in the products.
Good performance products (efficiency in use).	• Stringent requirements for efficient use and durable products in terms of spreading rate, wet scrub resistance and white pigment content, resistance to water, adhesion, weathering, water vapour permeability, liquid water permeability, fungal resistance, algal resistance, crack bridging, alkali resistance, abrasion, ecotoxicity or efficiency in spraying.
Low content of volatile organic compounds and semi-volatile organic compounds.	• Restrictions on the maximum content of volatile organic compounds and semi-volatile organic compounds.
Restricted use of hazardous substances.	• Ban on substances that are carcinogenic, mutagenic or toxic for reproduction, substances that may cause allergic skin reactions, and substances of very high concern. • Ban on substances that are persistent, bioaccumulative and toxic or very persistent and very bioaccumulative for the environment and living organisms. • Ban on substances that are persistent, mobile and toxic or very persistent and very mobile. • Prohibition on using substances that are alkylphenols, alkylphenol ethoxylates and their derivatives, perfluorinated and polyfluorinated compounds, phthalates, bisphenols and synthetic polymer microparticles (commonly known as microplastics). • Strict restrictions on pigments, which should not be based on heavy metals such as cadmium, lead, chromium (VI), mercury, arsenic, selenium, antimony or cobalt. • Prohibition on intentionally adding free formaldehyde.
Indoor air quality (with requirements on volatile organic compounds emissions for indoor decorative and performance coatings).	• Restrictions on the maximum emissions of volatile organic compounds and formaldehyde for indoor decorative paints, varnishes and related products and indoor performance coatings and related products.
Recommendation to minimise product wastage.	• Information on or attached to the packaging provides, among other requirements, recommendations to minimise product wastage by estimating how much coating product is needed before purchase.

For more information and details on how to apply, visit www.ecolabel.eu.

Follow us on @EUECOLABEL

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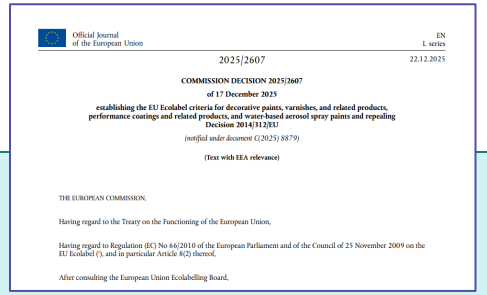
Recap: main information

- Official Journal Publication
- Final Technical Report
- Final Preliminary Report
- User Manual for applicants
- JRC Product Policy Analysis (Product Bureau)
- EU Ecolabel website


Official Journal of the European Union
EN
L series
2025/2607
22.12.2025

COMMISSION DECISION 2025/2607
of 17 December 2025
establishing the EU Ecolabel criteria for decorative paints, varnishes, and related products, performance coatings and related products, and water-based aerosol spray paints and repealing Decision 2014/312/EU

(notified under document C(2025) 8879)

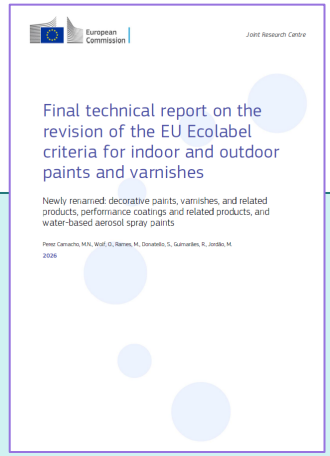
(Text with EEA relevance)

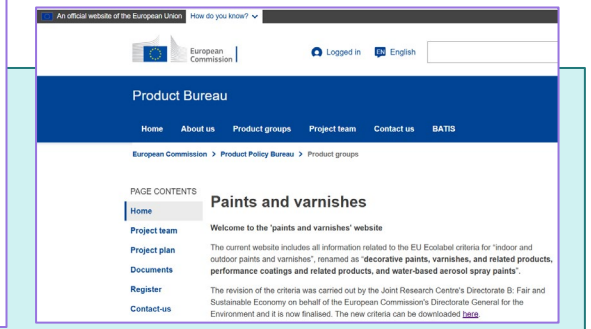
THE EUROPEAN COMMISSION,

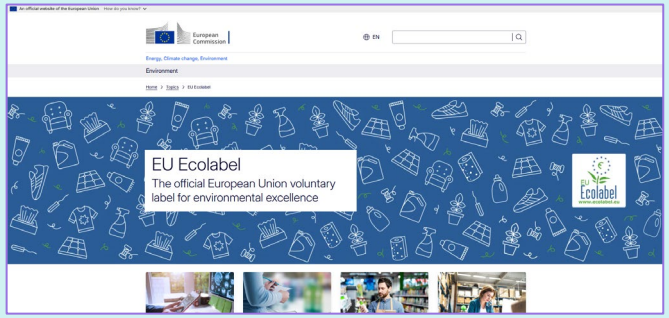
Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel (1), and in particular Article 8(2) thereof,

After consulting the European Union Ecolabelling Board,







For further questions:

✓ Please contact your Competent Body

✓ Or contact the EU Ecolabel Helpdesk for a first orientation and general questions

Thank you

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4.

How can companies use the EU Ecolabel logo for their marketing/promotional activities [redacted], EU Ecolabel Helpdesk

(11:00 – 11:15 CET)

How can companies use the EU Ecolabel logo for marketing/promotional activities

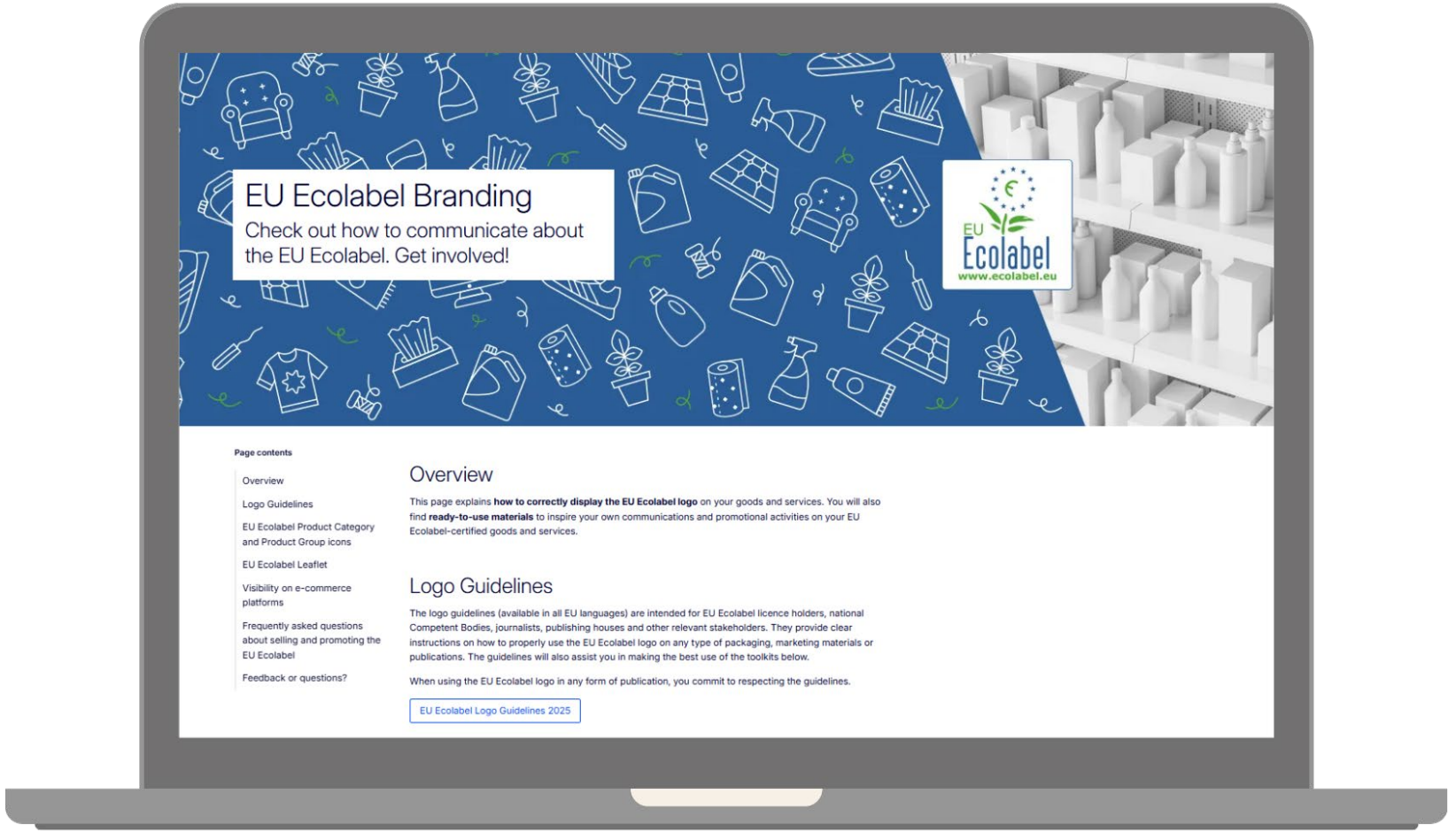
19 February

– EU Ecolabel Helpdesk

EU Ecolabel – your marketing asset!

1 **Customer trust & brand image**	2 **Public sector access**
3 **Transparent marketing**	4 **Visibility on platforms**

EU Ecolabel Branding page



Scan to see the page

EU Ecolabel Branding – available materials

Logo Guidelines

Available in all EU languages

- Clear instructions on how to properly use the EU Ecolabel logo on any type of packaging, marketing materials or publications.

- Includes good and bad practices!

Product Category and Group icons

- A set of icons in PNG and SVG formats
- Note!: following the recent revamp of the brand guidelines, a new set will be made available soon!

Marketing Guide

In the pipeline, stay tuned!

- A comprehensive document including guidance on promoting the EU Ecolabel with ready to use elements

- Why is the EU Ecolabel a marketing asset?
- Guidance on marketing messages – good and bad practices
- Promotional assets

EU Ecolabel Branding – logo use 101

Important guidelines

– for more details - consult the Logo Guidelines document

- The EU Ecolabel logo must use the brand's primary **colour** pale or be displayed in a **monochrome** version

  - The previous version of the logo shall no longer be used

- The **style and shape** of the logo shall not be modified

- **Other pictures or logos** are not allowed to be part of the logo

  - Text written over the logo is prohibited

✓ Correct

Example 1: Black and white

There shall be a black border around the logo.

Black on white background.

✓ Correct

Example 2: White and black

There shall be a white border around the logo.

White on black background.

EU Ecolabel Branding – logo use 101

Important guidelines

– for more details - consult the Logo Guidelines document

- The logo can be used on goods and services, and on their associated promotional material, exclusively during the **validity period** of the EU Ecolabel awarded licence

- Logo + licence number must be clearly **visible**
  - Shall not be be smaller than 10.6x10.6 mm

Minimum real size

EU Ecolabel: XXXX/YYY/ZZZZZ

XXXX **Country code**
Indicates the Member State in which the licence holder registered a good/ service.

YYY **Product/service group code**
Product group code found in its respective Commission decision.

ZZZZZ **Application code**
Assigned by the competent body.

EU Ecolabel Marketing Guide – what to expect?

Dedicated sections on:

#1 Why the EU Ecolabel matters for your marketing?

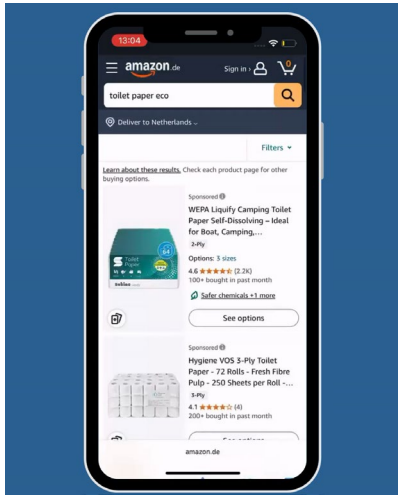
Why a marketing guide and who is it for? Explanation why the label is a marketing asset.

#2 Guidance on marketing – where and what?

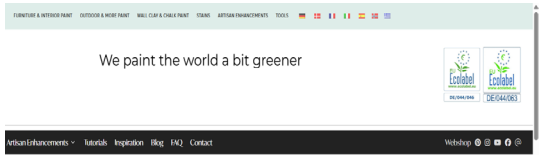
From certification to communication – where to promote your labelled products and what you can communicate and how: selling points, messages (green claims)…

EU Ecolabel Marketing Guide – what to expect?

#2 Guidance on marketing – where



(E-commerce) platforms



(Social) media

Out-of-home communications

- Mention the EU Ecolabel in product descriptions for certified products to increase visibility in eco-focused searches on Google and Amazon.

- Promote your certified goods in the media:
  - Social media
  - Website
  - Newsletter
  - Brochures, magazines, flyers, catalogues

- Highlight the environmental excellence in public spaces:
  - On billboards/ digital screens
  - At events

And more.!

EU Ecolabel Marketing Guide – what to expect?

#2 Guidance on marketing – what

Marketing message examples that are not constituted as greenwashing – good and bad practices

#3 Ready-to-use promotional assets

A set of communication materials to kick-start your promotional efforts.

Stay tuned!

Thank you for your attention!

Visit the Branding page for more details!

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5.

Questions and Answers

(11:15 – 11:30 CET)

Thank you

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