



Press release - December 2020

First flowerpot with CO2 Neutral® label

Capi Europe produces designer flower pots in the Netherlands that tell a genuine climate story

The Dutch company Capi Europe has been awarded the CO2 Neutral® company label for its climate-neutral production methods. Every flower pot from the Made in Holland collection will be provided with this quality mark starting in December. **Capi Europe** is the first in the industry to be awarded this label and is delighted with having achieved this important milestone. However, the company foresees even more opportunities to fully realise its sustainable vision. 'This is only the beginning!' says owner Toine van de Ven.

Van de Ven has serious ambitions for his company. 'We deliver our Made in Holland collection all across the globe: Australia, Asia, Canada, the Middle East and, of course, Europe. We are proud of our success, but we also understand better than anyone else that this involves a great deal of responsibility. Especially when it comes to the environment. We do what we can, make adjustments where we can, and compensate for the rest. We work 100% climate neutral, but of course our aim is to become CO2 neutral without the need for any offsets'.

The CO2 Neutral® label ensures that companies that are awarded this label actively assess, reduce and offset their local and global climate impact. Unlike 'greenwashing', this label can only be obtained as a result of serious, demonstrable environmental efforts. The label is awarded by the independent association [Vincotte](#).

Grow a greener life

'We see the impact of climate change on our society. We feel an enormous and genuine drive, or rather duty, to help turn the tide. Anyone can recycle, but so much more is possible. We undertake every improvement that seems remotely possible, with drive, efficiency and urgency. It's in our DNA. Ultimately, you want to move towards a situation where it is actually better for the environment to produce flower pots than to do nothing.

In short, we are helping with the clean-up. Our products are not only 100% recyclable, they also have a very long lifespan and a guarantee of no less than ten years. We are also reshoring: our production in the Netherlands saves 80% on energy as compared to conventional rotational moulding. Our entire company

will soon be running on solar energy. In time, our production process will also consist of bio-based materials. This will continue to be our path forward.

For us, the CO2 label is the next step in the right direction. There is good reason for our mission, 'Grow a greener life', as we have a duty to look after our future generations,' says Van de Ven.

Project Zambia

For its climate compensation, Capi Europe is participating in the [COMACO](#) Landscape Management Project, which promotes sustainable agriculture and forest conservation in Zambia. The most important objectives for the project are to reduce uncontrolled deforestation and to increase the net forest cover.



About Capi Europe

Capi Europe manufactures unique designer flower pots for indoor and outdoor use. Offering different styles and textures, we have a suitable flowerpot for everyone. Part of the production process takes place in the factory in Tilburg. In addition to the contemporary design, Capi flower pots also offer high quality and are 100% recyclable. They are lightweight, despite their robust exterior, and are weather-resistant. Flower pots suitable for every garden, interior, terrace and balcony, for any plant and any style. All the flower pots have their own design and are available in various colours and models.