

QUALITY INNOVATION 2015 – Application form



QUALITY
INNOVATION OF
THE YEAR
2015

The official name of the organisation A&B LABORATORIOS DE BIOTECNOLOGÍA		
Postal address c/PADULETA esq. c/JUNDIZ	Postal code 01015	City VITORIA-GASTEIZ
Billing address		
Competition category Small and Medium size companies		
The name of the quality innovation Ecoinnovation as a factor of business success		
A short description of the quality innovation (max. 200 characters) Integration of clean technologies, ecodesign, carbon footprint, ecological footprint and life cycle costing in the daily innovation management of the organisation.		
<p>Description of the innovation</p> <p>A&B Laboratorios de Biotecnología is a family business with 25 workers. We devote ourselves to research, design, development, manufacture and commercialisation of chemical and biotechnological products (detergents, disinfectants, maintenance products, etc.).</p> <p>Since our beginning in 2001 the sustainability factor has been part of our basis and it is reflected as part of our commitment to continuous improvement. We belong to a sector affected by many regulations and is heading towards sustainability as international tendencies demonstrate such as Responsible Care or the Product Stewardship methodology that involve the control of the environmental aspects of products in all their life cycle.</p> <p>In this context, we obtained the ISO 9001, ISO 14001 and UNE 166002 certifications. Even so, we felt the lack of the concept of product system and life cycle for ecoinnovation. That is why we decided to certify our Ecodesign management system under ISO 14006 becoming the first chemical company in Spain to do so. For that, we developed our own environmental assessment method and created a quantification system that allowed us assess the environmental impact of each and every one of our products. This assessment system has been constantly improved incorporating carbon footprint assessment as well as life cycle costing. This way, we have optimised the information available when making a decision in the design phase. All of the above has led us to be able to minimise the environmental impact of our organisation as well as throughout the life cycle of our products, exerting our suppliers and making our customers aware of the correct use of our products. This all fits in perfectly with local or global strategies such as Europe 2020 or Ecoeuskadi 2020 and demonstrates that, with a strong commitment to sustainability, a small size company can become competitive using the right tools.</p> <p>On the other hand, our ecoinnovation-based management has led us to increase our competitiveness through the development of new products such as biodetergents, ultra-concentrated products, etc. placing these new products among the top selling products in the organisation, representing the 34% of the national invoicing. On top of that, they have become key products for the opening of new international markets being up to 60% of the international sales and allowing exportations increase 69.4% these last years.</p>		

INNOVATIVENESS

Self-assessment of the innovation's novel features. How the innovation does fulfil and/or exceed the customers, society's or environments needs in a new or significantly revised way?

Our Ecoinnovation process allows to meet the requirements of the following needs:

- Offer competitive, innovative and effective products that minimise risks in the use phase due to their lower impact for the environment as well as for our customers' health.
- Help our customers fulfil their environmental commitments and social responsibilities.
- Reduce our customers' carbon footprint.
- Get to know and share environmental and safety information of the chemical products they consume.
- Work with biotechnological products in which their chemical content was replaced by catalysts of biological origin that optimise cleaning processes and minimise risks.
- Comply with the applicable legislation easily and with lower costs, chemical product storage, waste management, discharge parameters, emissions, etc.
- Foresee and be ahead of future legislation regarding use limitations or replacement of certain chemical products.
- Improve safety and health of our customers and their employees using less dangerous products.

- Reduce costs from chemical product consumption of our customers since our products have an enhanced effectiveness comparing to traditional chemicals. Our customers are provided with dosage and usage information through technical sheets and direct technical advising.
- Raise awareness of society as well as our customers in terms of environmental, safety, chemical product usage and legal requirement issues.
- Reduce environmental impact of chemical products that we market as well as the impact generated by the activity of the organisation.

In order to verify the efficacy of our actions in this matter, we consult our customers about our products' perception and 76% of them confirmed through our "2014 satisfaction survey" that our products provide added value and competitive difference regarding safety and environmental issues.

Self-assessment of usability. How is the innovation applied in practice? Is it done systematically and according to a plan within the organisation? Is the innovation usable?

We have faced great challenges, developed internal tools and become in 2007 the first chemical company in Spain to be certified under Ecodesign standards (ISO 14006). Since then, we are revising and updating continuously the process adding more indicators and incorporating CLP Regulation criteria for the chemical sector using environmental indicators for substances, environmental assessment of formulations and last year we integrated environmental and carbon footprint assessment and life cycle costing of products into our R&D management system. With this, we have gone beyond the legal and certification requirements combining ISO standards, Ecolabel criteria, Biotechnology, carbon footprint, environmental footprint and lifecycle costing with the model we created ourselves for our organisation and products. This is truly a great innovative step for our company.

In A&B Laboratorios de Biotecnología, we believe firmly in the applicability of our ideas in any organisation regardless of its sector. Therefore, we take part in many forums and exchange of initiatives of good practice and divulgation. We collaborate with associations and take part in initiatives that help us share our good practice as well as learn from other leading companies'. This has led to great experiences where our company and other organisations obtain real benefits.

Other organisations have also decided to focus on innovative actions following the path of ecoinnovation. By way of illustration, the increase in the amount of Ecolabelled products in the Basque Country is noteworthy. In 2014, there were 35 Ecolabelled products from 7 different companies just in our sector. In 2006 there were none. As another evidence, the number of companies certified under Ecodesign standards (ISO 14006) has increased in Spain up to 216 in 2014, being almost half of them from the Basque Country.

Learning. Is the innovation based on a new idea or discovery? Is the innovation based on a systematic development process? Does the innovation extend and existing knowledge or practice?

Sustainability and ecoinnovation are integrated 100% in the global management of our organisation due to they are part of our nature. This is also evident in the fact that environmental and sustainability objectives are taken into account as much as general management objectives of the organisation. Integration of certified management systems endorses the presence of sustainability indicators in the scorecard of the organisation.

In fact, innovation is part of our daily basis in a systematic way under the UNE 166002 and ISO 14006 standards. Our ecoinnovation system has evolved helped by successive improvements and designs of bespoke tools developed by us (idea prioritisation matrix, environmental assessment, safety and product-cost systems, forum, project monitoring database, etc.) that allow us, in a simple yet effective way, implement innovation in all aspects of the organisation.

QUALITY

Self-assessment of customer orientation. How does the innovation correspond to stakeholders and customers current and/or future needs? How does the innovation fulfil and exceed their requirements and expectations?

In A&B, we are aware that the future is conditioned by decisions of today, so the commitment with the environment and safety of our customers are always part of our daily actions, researches and developments of the organisation. Our R&D management system grants us a significant efficiency in all the actions we take regarding innovation. Thus, we take fewer risks by having more information and knowledge of the current and future situation and we optimise the line of work of the future products. The analysis of the local and global situation is carried out through the subprocess of "Technological surveillance", which provides us with information and adds value to other subprocesses involved in the system of identification of possible present and future challenges and decision making improvement. This way we have also "Alert reports" which are the basis of new product development and the "External and internal analysis" subprocess which systematically analyses new markets or market segments with key attributes to be competitive in them. Every two years, a Prospective Report is prepared using the information of this analysis.

Our innovation strategy has let us stand out in the market with products with a noticeable environmental and safety benefits. This fact has been a challenge in our sector and was faced with the combination of the R&D system together with the Organisation's Environmental Management System (Ecodesign), allowing us to set groundbreaking and challenging goals by

taking into account the life cycle of the products. Therefore, we have increased competitiveness in a national level and in these last years we have opened new international markets.

We are in touch with customers through direct relations with their commercial network. Contributions through the "Forum tool" have led us to create a meeting point where application ideas and new product ideas can be shared with the commercial network. Additionally, an active involvement of our staff in events, forums, conferences, associations, etc. let us stimulate and exchange ideas with other organisations which enriches our own R&D process together with theirs and provides us with alerts and creation of new ideas. This all makes our experience also applicable for other organisations.

On top of that, our transparency culture, communication and good practice exchange lead us to transfer knowledge to our customers and act as a leading organisation of the industrial fabric serving as reference in different aspects such as ecodesign, ecoefficiency, European Ecolabel, regulation of chemical products, etc.

Self-assessment of effectiveness. How has the innovation improved technological and commercial performance with regard to the customer and ecological / social responsibility?

Company's results:

- Sale increase in 2014 of 3.5% and up to date in 2015 of 8.5%.
- Compliance of the exportation plan with presence in 13 countries.

Results of our ecoinnovation strategy:

- Reduction of dangerous raw material consumption: 25 tons in the last 3 years.
- 78 ecodesigned products under ISO 14006 and 14 Ecolabels.
- 76% of our customers confirm through the "2014 satisfaction survey" that the products provide added value and competitive difference in terms of security and environmental issues
- Use of the "Supply Responsible Agreement" (see Anex) – 1400 signed currently.
- Identification of A&B Laboratorios de Biotecnología as a leading company (3 times awarded with the European Business Awards for the Environment, Spanish Section).
- Strengthening of the relationship with our interest groups. Transparency of information is a way of strengthen relationships.
- Motivation and involvement of our staff in our strategy of risk minimisation (satisfaction mark given by the staff in 2014: 8.58 out of 10).
- Publication of good practice and influence over suppliers through IZAITE association of Basque companies for sustainability.



APPENDIXES

PROGRESS COMMITMENT POLICY

Whether customers, internal personnel, our commercial network, and other interest groups (suppliers, administration, companies, allies, partners), assets of our organization in order to satisfy and exceed their expectations, we commit to implement comprehensive management under standards, putting in place the following commitments:

- ☐ Act in such a way at all times using proper etiquette and conduct, maintaining our values and being faithful to the mission and vision of our organization.
- ☐ Operate under continually improving processes, seeking maximum efficiency and effectiveness that lead the organization to company excellence: total quality and zero defects, minimum environmental impact, sustainable development, and satisfaction for all interest groups.
- ☐ Assign human and technical resources to identify the dangers, evaluate and manage the risks of our processes and products in order to prevent pollution and minimize the negative impacts to our surroundings in relation to the environmental aspects of our business and that which our products produce or could produce during their lifecycle.
- ☐ Adhere to current environmental, safety, and any other nature of legislation and regulations that are applicable to our business, products, and services, and collaborating with the authorities at all times.
- ☐ Inform, listen to, and respond to the authorities, personnel, customers, and the community in general about the risks and prevention measures of our facilities, processes, and products.
- ☐ Develop actions geared towards conserving resources and minimizing waste and direct and indirect CO₂ (carbon footprint) and other emissions in accordance to the best practices available in order to ensure the highest level of protection possible, publishing the results of our studies and best practices.
- ☐ Be constantly aware of technological advances that arise in our environment and seek continual improvement of our current products through technological advances, carrying out "Product Stewardship", analyzing the entire lifecycle and improving its environmental impact and safety from the design and development phase, thus avoiding the transfer of impact to from certain stages in the lifecycle to another or from certain impact categories to another.
- ☐ Increase the added value by developing new product-service combinations, improving the proper use of the products through advice on their optimal use.
- Promote proper communication, training, awareness, and motivation of the personnel involved in order to attain active participation in the Organization's Commitment to Progress.

-Responsibility for the "Comprehensive Management and Commitment to Progress" affects all of the activities and personnel of our organization. Management assumes as an obligation stemming from their responsibilities to show leadership and promote a standard of conduct at all levels in the organization that is conducive to "Quality Management (UNE EN ISO 9001), Management of R&D&I (UNE 166002), Environmental Management of the Organization (UNE EN ISO 14001), Environmental Management, ECODSIGN of the Design Process and Development of Products (UNE EN ISO 14006) and Occupational Hazard Prevention (Law of occupational hazard prevention)" acting as a driving force, guide, and example in adhering to the principles and requirements under the aforementioned standards.

Likewise, management assumes the principle of Constant Improvement, periodically setting measurable objectives and goals that are coherent with this policy, supervising and making sure they are fulfilled through the various behavior indicators that are established and providing the proper resources and qualified personnel.

-This combined policy of Management and Commitment to Progress harmonizes our organization with the current and future social trends. They are communicated and published internally, revised and updated constantly, and are available to the public or interested parties that request them.



ACUERDO RESPONSABLE DE SUMINISTRO

Las organizaciones: **A&B Laboratorios de Biotecnología** y **NOMBRE EMPRESA** con el fin de propiciar la mejora ambiental en la sociedad y la seguridad laboral **acuerdan:**

- Que **NOMBRE EMPRESA** no adquiere ningún compromiso, el Acuerdo Responsable de Suministro sólo obliga al proveedor A&B Laboratorios de Biotecnología.
- Que A&B Laboratorios de Biotecnología suministra a **NOMBRE EMPRESA** los siguientes productos:
 - **Desblocante ecológico (AE 601)**
 - **Desengrasante seco (AE 618)**
- Que A&B Laboratorios de Biotecnología proporcionará a **NOMBRE EMPRESA** información básica ambiental y de seguridad para el uso correcto de sus productos.
- Que A&B Laboratorios de Biotecnología informará a **NOMBRE EMPRESA** de las mejoras introducidas regularmente en los productos suministrados así como de las mejoras generales llevadas a cabo dentro de la organización y que mejoran la cadena de valor de todos los productos.
- Que A&B Laboratorios de Biotecnología permite a **NOMBRE EMPRESA** la difusión de la información proporcionada dentro de su cadena de valor y obtener una retribución del mercado o reconocimiento social por incluirlas.

Detalle de la mejora medioambiental/seguridad en los productos suministrados

	Desblocante ecológico AE 601	Desengrasante seco AE 618
Mejora ambiental	*Eliminación de componentes peligrosos. *Refinamiento de disolventes menos contaminantes. *Gas propulsor CO ₂ respetuoso con la capa de ozono y máximo volumen disponible.	*Gas propulsor CO ₂ respetuoso con la capa de ozono y máximo volumen disponible. *Refinamiento de disolventes menos contaminantes.
Mejora seguridad	*Producto desclasificado como inflamable. *Producto desclasificado como nocivo por ingestión.	*Producto exento de disolventes clorados o aromáticos.
Otros aspectos	*En el diseño del producto se han tenido en cuenta criterios ambientales. *Desarrollado bajo Norma ISO 14006 de Ecodiseño, minimizando el impacto ambiental en su ciclo de vida. *Lubricante certificado H1 para industria alimentaria  	*Secado rápido y alto poder desengrasante. *Los componentes responden a las exigencias del uso de disolventes en industria alimentaria. 

Sello y firma
A&B Laboratorios de Biotecnología S.A.U.

Sello y firma
NOMBRE EMPRESA

Nombre: Jon Kepa Izaguirre
Cargo: Director de Gestión

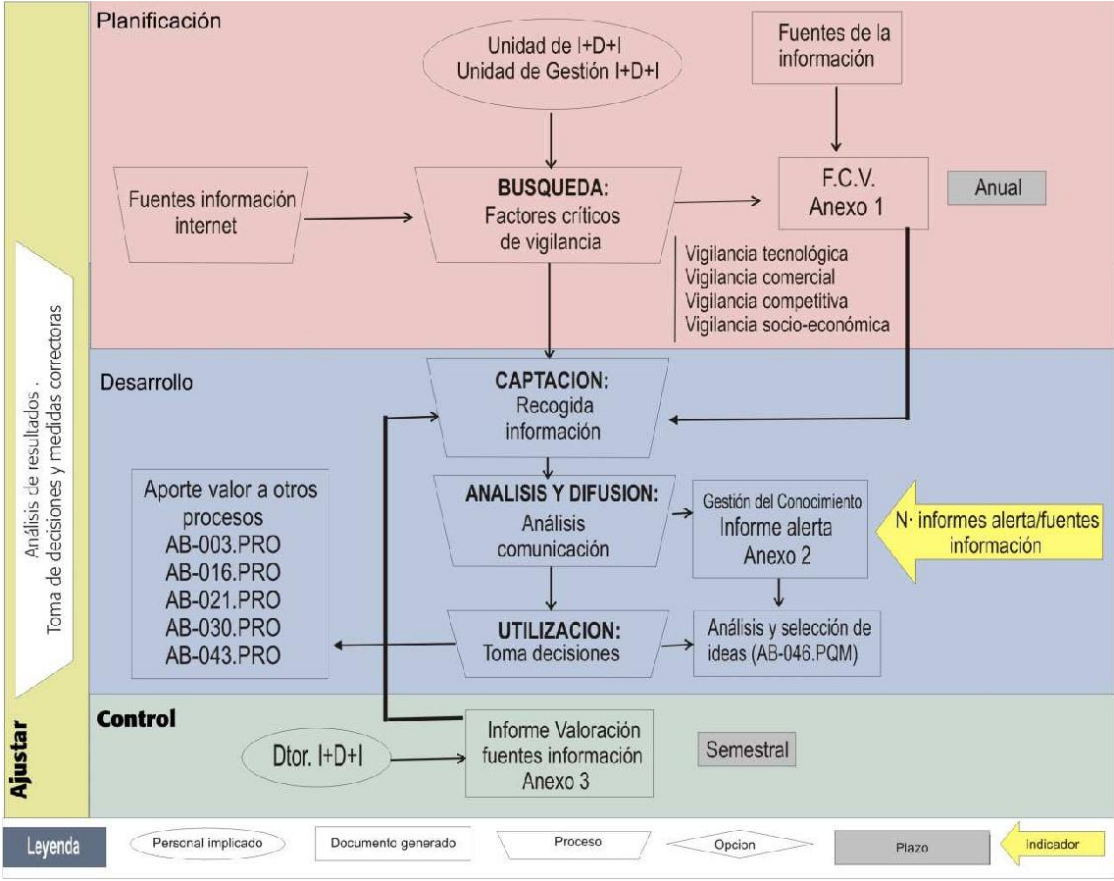
Nombre:
Cargo:

En Vitoria-Gasteiz, a 26 de enero de 2015

Rev. 03

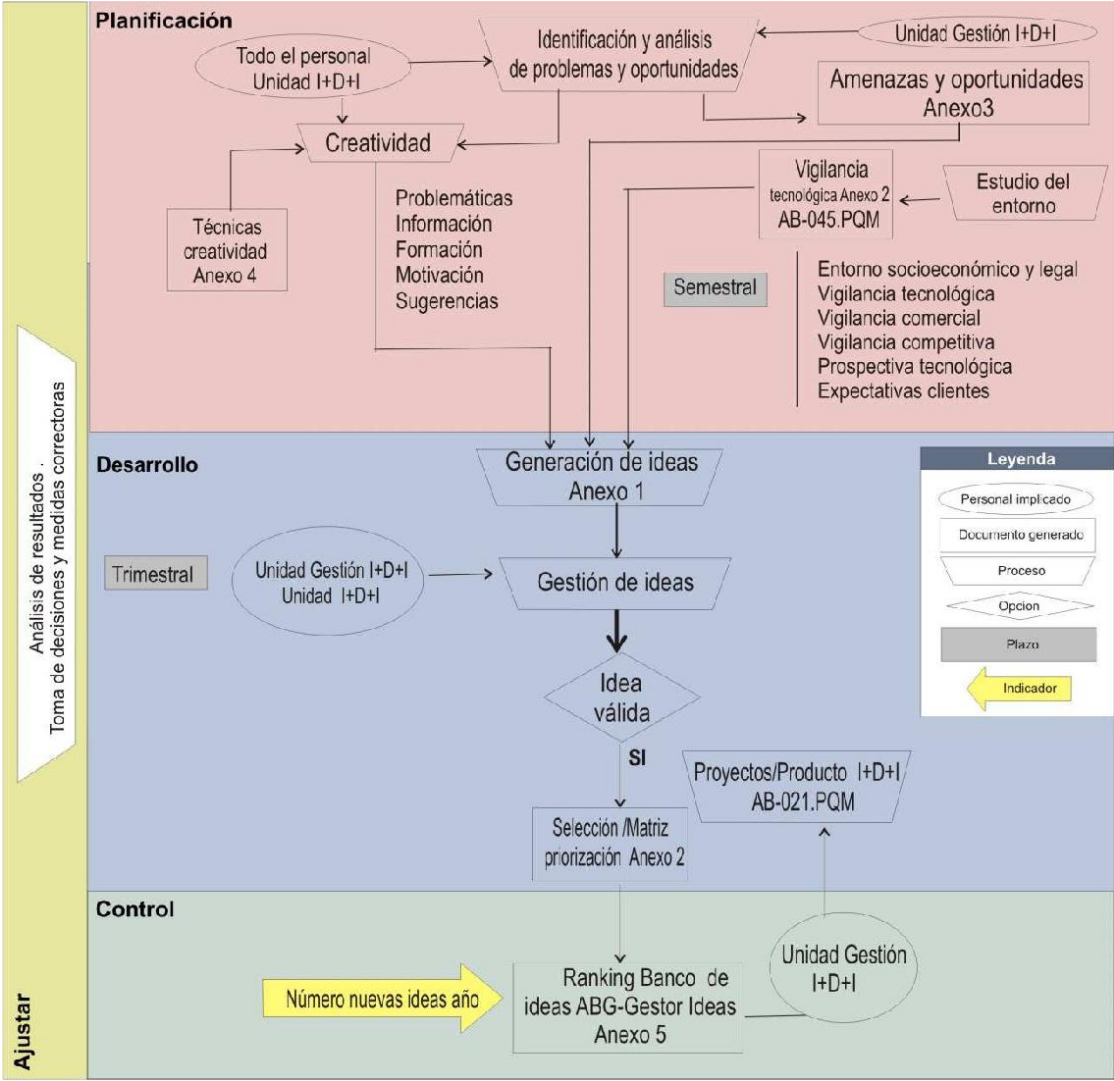
Anexo Elemento 5 INNOVACION

- Flujograma Vigilancia Tecnológica (AB-045.PQM)



Anexo Elemento 5 INNOVACION

• **Flujograma Análisis y Selección de Ideas (AB-046.PQM)**





RESPONSIBLE PRODUCTS FOR
SUSTAINABLE DEVELOPMENT





INSTITUTIONS
SOCIAL INNOVATION
RESPONSIBILITY BUSINESS DEVELOPMENT
RESEARCH ENVIRONMENT CHEMICAL AND
SAFETY QUALITY BIOLOGICAL
BIOTECHNOLOGY INDUSTRY PRODUCTS
EXPERIENCE

What is **A&B**?



A&B Laboratorios de Biotecnología is a technology based company which is engaged in the research, design, development, and marketing of chemical and biological products used in general industry, the agro-food sector in particular, and institutions and communities



ECO
INNOVATION

BIOTECHNOLOGY

SAFE
PRODUCTS

SOCIAL
RESPONSABILITY

R+D+I

in what are
we different?

A & B

EUROPEAN
ECOLABEL

CLEANTECH
SOLUTIONS

ECODESIGN

ENVIRONMENTAL
MANAGEMENT



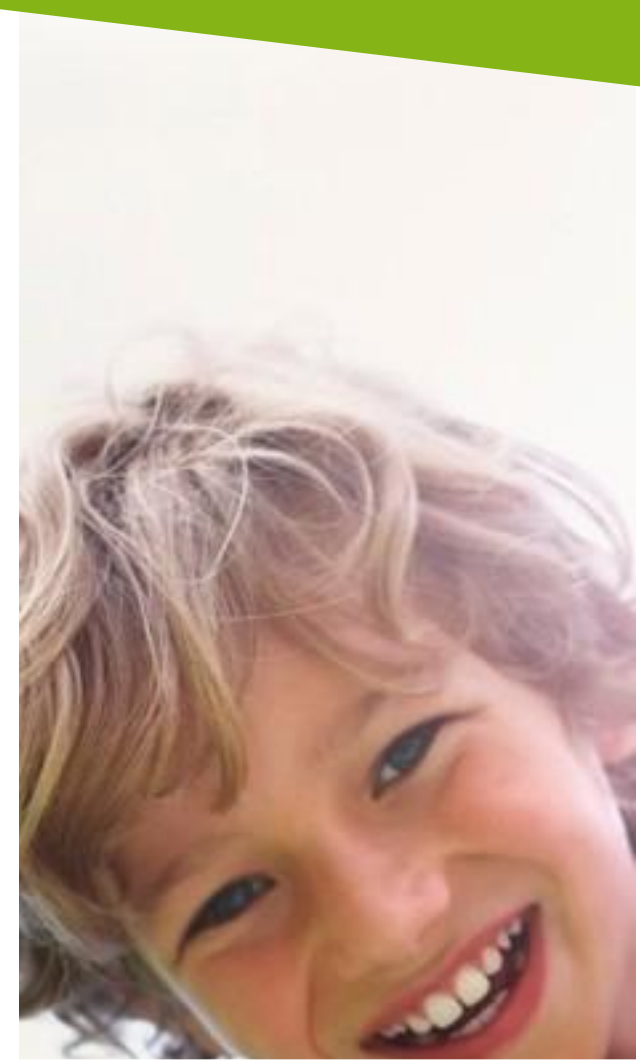
INNOVATION



BIOTECHNOLOGY



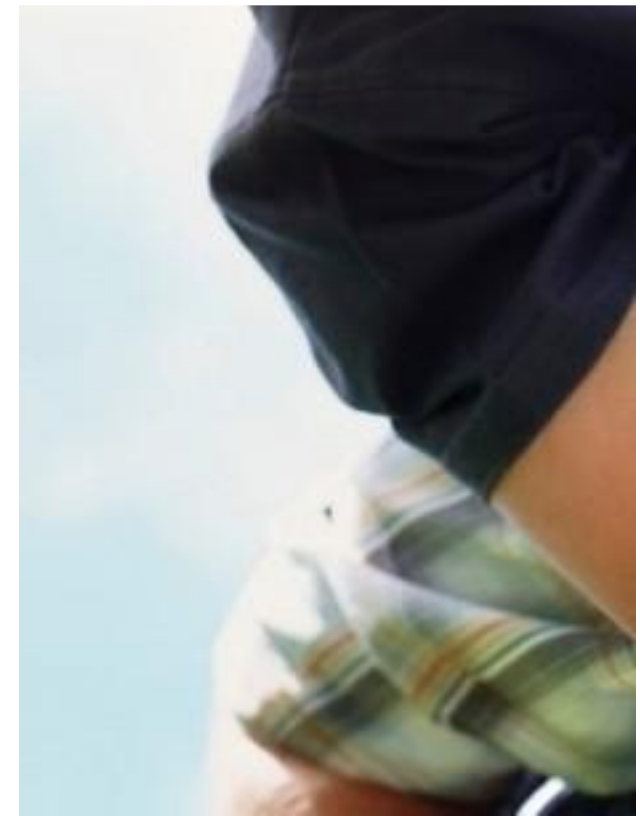
SUSTAINABILITY



SAFETY



different in
our values





A&B Laboratorios is the leading company in the ecological cleaning sector, guaranteed by International Organizations.



2014
Special Commendation of the European Award for Environment Management for Sustainable Development

2012
Special Commendation of the European Award for Environment Management for Sustainable Development

Special Commendation of the European Award for Environment Product for Sustainable Development

Award from San Prudencio Labour Foundation
Social Responsibility

2010
Special Commendation of the European Award for Environment Management for Sustainable Development

European Award for Environment Product for Sustainable Development

2009
Award from Cleaning Businesses Association of Bizkaia
2009 Cleanest product

Award from San Prudencio Labour Foundation
2009 Good Practices in Environment

2008
European Award for Environment Management for Sustainable Development

Special Commendation of the European Award for Environment Product for Sustainable Development

2007
Eco-Design Management Certification

European Eco-Label Certification

2005
Environmental Management Certification

R&D+i Management Certification

2004
Special Commendation of the European Award for Environment Innovative product in relation to health and environment aspects

2001
Quality Management Certification



business excellence

integrated management systems



AENOR ER Empresa Registrada ER-1475/2001	AENOR  Gestión Ambiental GA-2005/0064	AENOR ER Sistema Gestión I+D+I Certificado I+D+I-0013/05	AENOR  Ecodiseño ED-0003/2007
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products backed by
international organisms

The European Ecolabel guarantees that a product meets **strict environmental criteria** and certifies that a product has been manufactured and commercialized with a **minimum environmental impact** (much less than other products in the same category).



CONFIDENCE **WARRANTY**
ENVIRONMENTAL STATEMENT
MINIMIZE IMPACT **DIFFERENT**



reducing the impact of waste management of our products

ecodesigned products provide significant advantages

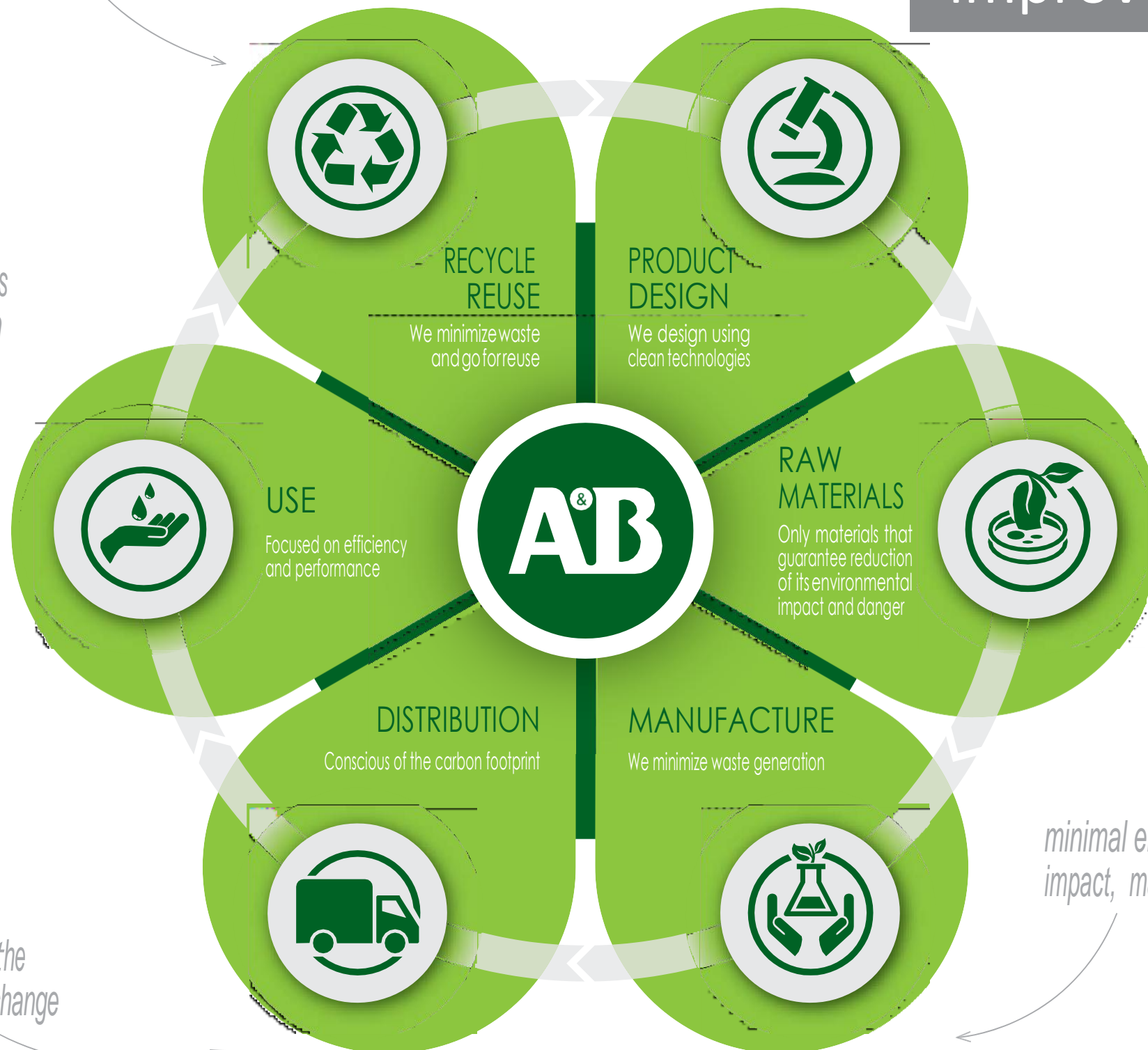
Ecodesign warranty of environmental improvement

we solve questions and train for an appropriate use

certified under quality and environmental criteria

to face the climate change


minimal environmental impact, maximal efficiency





we are committed
responsible
communication



The background of the slide is a collage of business-related images. The top half shows a group of four professionals (three women and one man) in business attire, smiling and looking at a laptop screen. The bottom half shows a close-up of hands holding a pen and writing on a document, with a laptop and other papers visible in the background.

**We adapt to your needs
and offer personalized
service**

We provide you a multidisciplinary technical department (chemists, biologists, technicians ...) to advise you on the suitability of the product and its optimal use according to the needs and problems of each particular case.



Because we like
satisfied customers

**Customer
satisfaction survey 8,59**