

Glossary of Terms

Below we have listed a few definitions that may help to make the eco friendly terminology less daunting.

All the items in our eco friendly range have been designed specifically to benefit the environment and the people producing them.



Recycled; adjective (Not to be confused with recyclable) having been used before and then processed so that it can form a new product.

Recycling; noun [U] when paper, glass, plastic etc. is put through a process so that it can be used again.



Biodegradable; adjective

Able to decay naturally and harmlessly:

Biodegradable products and packaging helps to limit the amount of harmful chemicals released into the atmosphere.



NON-Polluting;

Intentionally taking steps to avoid making an area or substance, usually air, water or earth, dirty or harmful to people, animals and plants, especially by adding harmful chemicals.

Organic; adjective

Not using artificial chemicals in the growing of plants and animals for food and other products.



Sustainable; adjective

Able to continue over a period of time:

Causing little or no damage to the environment and therefore able to continue for a long time.



Ethical; adjective

Adhering to ethical and moral principles (e.g.: "It seems ethical and right") Conforming to accepted standards of social or professional behaviour.



Bringing together recycled, biodegradable, organic and sustainable materials, fair trade and ethically produced products and non polluting technology is saving the environment in many ways. Fewer raw materials are being mined, less waste or discarded materials are going to land fill and fewer workers are being exploited.

The changes you make to your buying patterns may seem small but cumulatively the changes each of us implement will make a huge difference.