

# Verification to Boost Environmental Technology Exports



***The international ETV concept makes it easier for producers of environmental technologies to document the technical abilities of their solutions. In Denmark, the first 26 technologies have now been verified and expectations are great towards the concept.***

Environmental Technology Verification (ETV) is an internationally recognized verification that the efficiency of a climate or environmental technology product meets supplier specifications. With such an endorsement, companies can document the effectiveness of their solutions domestically and abroad. So far, 26 Danish technologies have become ETV verified.

– The verification is an independent assessment of the performance of the product that can be used as documentation in relation to both authorities and potential customers. First and foremost, the assessment provides assurance that the products actually live up to the results promised by the supplier. With the third-party assessment, the buyers obtain transparent and credible evidence of efficacy, says chemical engineer Marianne Kyed Ørbæk, Head of the DANETV Centre at FORCE Technology, which is one of several Danish ETV test centres. She expects markedly increased interest in ETV to arise amongst Danish businesses – not least because

there is a good opportunity of collecting financial support for verification.

## **Differentiation and Increased Sales**

Recently, Jimco A/S of Southern Denmark has crossed the finish line with an ETV. The company has long called for more detailed documentation for the performance of its UV-C technology and therefore chose a verification process with DANETV and FORCE Technology. As part of the process, tests were carried out of the Jimco KPC (Kitchen Pollution Control) air cleaner targeted at restaurants and caterers. This product is placed behind the hood grease filter, through which the system works by ultraviolet radiation from special fluorescent quartz glass tubes. The KPC system both has a strong antibacterial effect and a strong effect on organic material close to the tubes. This reduces odour emissions to the environment as well as grease and oil deposits in the exhaust, thus facilitating cleaning and preventing kitchen fires caused by spurts of flames. Jimco has high hopes for the verification, which is also expected to make the insurance industry recommend the system.

– We have just completed the process and have had a verification issued of our KPC air purifier. Now we hope to get started with the brand new EU ETV, which will make an even bigger difference in export markets. Although the product has been in use since 1996 and our reference list features international chains like KFC, Hilton, Marriott and McDonald's, it will make the sales process easier when we can directly demonstrate the effect. At the same time the verification differentiates our products from copyists, says Jimmy Larsen, CEO of Jimco, who has used a McDonald's branch in the Greater Copenhagen Area as a test environment for the ETV process. – The process has been very interesting and instructive, and of course we hope that Jimco can cre-

ate new market opportunities with the verification, adds Marianne Kyed Ørbæk of FORCE Technology.

## **Positive Feedback**

ETV verification in Denmark is partly handled by DANETV,

which is a partnership between five approved technological service institutes, and partly by DS Certificering. The feedback is positive from the Danish companies that have so far achieved an ETV.

– The majority feel that verification boosts sales of their products, both domestically and internationally. Some of them have even experienced a significant boost, Marianne Kyed Ørbæk concludes.

*DANETV – the Danish Centre for Verification of Climate and Environmental Technologies – is responsible for ETV in Denmark. Supported by the Ministry of Science, Innovation and Higher Education, DANETV is a partnership between the approved technological service institutes Agrotech, DHI, Danish Technological Institute, FORCE Technology and DELTA, which are jointly responsible for ETV testing and counselling. After an EU tender, DS Certification A/S has been accredited as a verification unit under the EU ETV pilot programme and thus performs the Danish verification of environmental technologies, both within the program and beyond. DANETV cooperates with other national verification bodies under the EU ETV pilot program, which has been created to ensure mutual recognition of innovative environmental technologies in the EU and, ultimately, globally. The work with an international ISO ETV standard is already in progress. DANETV works within seven technology areas: waste, materials and resources; environmental technologies for water treatment and monitoring; energy efficiency and production; environmental technologies for air pollution control and monitoring; environmental technology for agriculture; cleaner production and processes; and environmental technologies for soil and groundwater treatment and monitoring. [www.etv-danmark.dk](http://www.etv-danmark.dk)*

***Jimco A/S develops, manufactures and sells air and water purification systems based on patented UV-C technology that has received the EU Environmental Award. The company has distributors and sales agents all over the world. Its products are used by companies, individuals and institutions. [www.jimco.dk](http://www.jimco.dk)***