

ECOBRAND - THE ECOLOGICAL LABEL

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Abstract: *The ecobrand or the ecological label is used by the individuals and legal entities that are developing commercial activities as a clientele-attracting instrument. The reason for using this type of brand, although it can be perceived as an intervention upon the free European market, consists in the environment protection achieved by the products having a minimal effect upon the environment during their entire lifetime.*

Key words: *ecobrand, consumers, environment protection.*

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