



THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989

*Certifications, Logos and Badges: A Field Guide to Using  
Credible Ecolabels in Procurement*



SC Budget and Control Board

October 11, 2013

Mark T. Petruzzi, SVP of Outreach & Strategic Relations



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## Green Seal Background



- 501 (c)(3) science-based non-profit founded in 1989
- Environmental mission with exclusive focus on products, services, purchasing, operations
- Encompass nearly 400 product & service categories
- Utilize a multiple criteria / life cycle approach
- No financial interest in certified products/services or in any manufacturer or company



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### The Numbers

Green Seal standards: **31**

Product/service categories covered: **375**

Green Seal-certified products/services: **3906**

[www.greenseal.org](http://www.greenseal.org)



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**We Are All Consumers.**  
**Definitely *Personally*.**  
**Many **Professionally**.**



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## Lots of Labels Look the Same



Yet we can usually tell which one is the “original.”

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## Designer Handbags



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## Designer Sportswear



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## Timepieces



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## Knock-offs and Fakes Abound



Real



Fake



But we're usually tipped off when something is "too good to be true" or unrealistic.

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## When it Comes to Green Purchasing



Just like He-Man, You Already Have The Power!



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We frequently rely on third-party certification in purchasing for verification of health, safety and quality – characteristics that may be difficult to authenticate during the purchase.



The increasing distance from production continues to make third-party certification important to purchasers who desire corroboration of claims.



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## Electrical & Fire Safety

UL/c-UL Listed



UL listed for indoor/outdoor use



CSA listed



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## Food Origins



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## Public Health/Food Safety



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## Used Vehicles

**CERTIFIED PEACE OF MIND**



**100,000 MILE LIMITED POWERTRAIN WARRANTY**



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## Water Filters/Treatment/Food Contact



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## Art Materials



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## Diamonds



The Four C's

Cut Color Clarity Carat



Specimen Community Kimberley Process Certificate

THE EUROPEAN COMMUNITY  
KIMBERLEY PROCESS CERTIFICATE

Unique Number: \_\_\_\_\_  
 Alpha-2 country code: ISO 3166-1  
 Issuing Community authority: \_\_\_\_\_  
 The rough diamonds in this shipment have been handled in accordance with the provisions of the Kimberley Process international certification scheme for rough diamonds.  
 Country of Origin: \_\_\_\_\_ Number of Parcels: \_\_\_\_\_  
 Exporter Name: \_\_\_\_\_  
 Importer Name: \_\_\_\_\_  
 Address: \_\_\_\_\_

Year	Value (US\$)
2002-03	
2003-04	
2004-05	

Issued on: / / Expires on: / /  
 Signature / Stamp of Community authority: \_\_\_\_\_

It is hereby verified that the content of the certificate accompanying Kimberley Process Certificate of the Community no. \_\_\_\_\_ corresponds with said certificate.

Importing authority: \_\_\_\_\_ Date: \_\_\_\_\_

**IMPORT CONFIRMATION**  
 This is to certify that the rough diamonds accompanied by Community certificate No. \_\_\_\_\_ were imported into \_\_\_\_\_ and verified in compliance with the Kimberley Certification Scheme for Rough Diamonds. Copy of certificate to accompany Confirmation.  
 Date of receipt by importing authority: \_\_\_\_\_  
 Importing authority: \_\_\_\_\_  
 Date: \_\_\_\_\_ Signature: \_\_\_\_\_

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## Vehicle Safety & Emissions Testing

- GOOD
- ACCEPTABLE
- MARGINAL
- POOR

INSURANCE INSTITUTE  
FOR HIGHWAY SAFETY



**NHTSA**  
www.nhtsa.gov



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The impacts of purchasing can impact the health and safety of people and the planet. Plus, we still run into the old adage, “Green products cost more and don’t work as well.”

Third-party certification can help address these issues.

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### Are There Really Hundreds of (Good) Eco-labels?

Green Building Product Certifications  
GETTING WHAT YOU NEED



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THE STORY OF  
STUFF  
WITH ANNIE LEONARD

“Single attribute” (e.g., recycled content or VOCs or biodegradability) was progressive circa 1985. Today consider the product life cycle and “multiple attributes,” including functional performance.



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### Why is Performance Important?

#### Dishwasher detergent Ratings

Last reviewed: October 2011

Product	Type	Cost	Overall score	Test results	Early findings
1 Finish Quantum	tablets	30g	95	★★★★★	
2 Finish Powerball Tabs	tablets	31	92	★★★★	
3 Cascade Complete All-in-1 ActionPacs	packs	29	90	★★★★	not yet tested
4 Method Simply Dish	tablets	26	88	★★★	
5 Finish Quantummatic	dispenser	78	85	★★★	not yet tested
6 Finish Gelpac	gelsacs	39	85	★★★	not yet tested
7 Cascade with Dawn ActionPacs	packs	23	85	★★★	
8 Clorox Dish	powder	38	85	★★★	not yet tested
9 Blatreen	powder	27	85	★★★	
10 Great Value (Wal-Mart)	powder	8	85	★★★	not yet tested
11 Grabgreen	packs	33	85	★★★	
12 Seventh Generation	powder	25	85	★★★	not yet tested
13 Trader Joe's	powder	13	85	★★★	not yet tested
14 Sun & Earth	packs	26	85	★★★	not yet tested
15 Finish Powder	powder	30	85	★★★	
16 Palmolive Eco	liquid	5	85	★★★	not yet tested
17 Wave 23 Ultra High Performance	gel	32	85	★★★	not yet tested
18 Finish Gel	gel	32	85	★★★	not yet tested
19 Sun Light Collection	powder	6	85	★★★	
20 Doodahs	gel	23	85	★★★	
21 The Landress	liquid	15	85	★★★	
22 Kirkland Signature (Costco)	gel	7	85	★★★	
23 365 Everyday Value (Whole Foods Market)	powder	1	85	★★★	



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### Green Seal Credentials (aka "Standard for Standards")

- ANSI-accredited standards developer
- Complies with ISO 14020 (Principles of Environmental Labeling) and ISO 14024 (Principles and Procedures for Type I Eco-labels) requirements
- Only US member of the Global Ecolabelling Network (GEN)
- Meets US EPA Guidelines for 3rd-Party Certifiers
- Meets Consumers Union criteria for What Makes a Good Eco-label
- Complies with FTC Guides for Environmental Marketing Claims ("Green Guides")





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### Commonalities Among Guidelines for “Good” Ecolabels

- Voluntary participation
- Run by organizations without conflicts of interest
- Standards process involves stakeholders and the public
- Criteria, assumptions, methods & data used are open & transparent (i.e., publicly available, easily accessed and understandable)
- Legally protected mark
- Criteria based on life cycle
- Open access to licensees of all sizes, all countries
- Authority to audit manufacturing facility or service location
- Criteria that encourage products and services that are significantly less damaging to the environment (i.e., leadership)
- Periodic review of criteria, considering technology and the marketplace

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### FTC Green Guides

Federal Trade Commission  
16 CFR Part 260  
*Guides for the Use of Environmental Marketing Claims*



- First issued in 1992, revised in 1996 and 1998.
- Most recent edition issued October 2012.
- Any party making a sustainability claim must have reasonable basis for that claim, *“competent and reliable scientific evidence, defined as tests, analyses, research, studies or other evidence based on the expertise of professionals in the relevant area, conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.”*

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### GreenWise for Paints

“The GREEN WISE mark is recognized by specifiers, contractors, and retail customers as a mark they can trust.”



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### Coatings Research Group, Inc.

Coatings Research Group Inc. is an international association of paint and coatings manufacturers dedicated to the benefits of shared research and development.



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### Coatings Research Group, Inc. Members

- |                               |                             |                         |
|-------------------------------|-----------------------------|-------------------------|
| Ace Hardware                  | Kelly-Moore Paint Co.       | Samhwa Paints           |
| Bermuda Paint Co.             | McCormick Paint Works       | Sintoplast S.A.         |
| California Products Corp.     | Co.                         | Southern Diversified    |
| CIN-Corporacao Industrial     | Mobile Paint Mfg. Co., Inc. | Products                |
| do Norte                      | Muralo Paint Co.            | Tambour Limited         |
| Cloverdale Paint Inc.         | O'Leary Paint Co.           | True Value              |
| Damar Industries (NZ) Ltd.    | Pinturas Osel, S.A. de C.V. | United Gilsonite        |
| Diamond Vogel Paints          | Plascon (Pty.) Ltd.         | Laboratories            |
| Dunn-Edwards                  | Richard's Paint             | Valspar Corporation     |
| Hirshfield's Paint Mfg., Inc. | Rodda Paint Co.             | Vista Paint Corporation |
| Home Hardware                 | Roman Decorating            |                         |
| Industrias Ceresita           | Products                    |                         |



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### Green Building Product Certifications GETTING WHAT YOU NEED

PUBLISHED BY BUILDINGGREEN ■ 2011

GreenWise	Coatings Research Group, Inc.	n/a	2008	Second-party, limited-access, trade association standard	VOC content
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#### ► BuildingGreen's Quick Take

This kind of proprietary system only confuses the market. BuildingGreen has little patience for efforts that add to label confusion and serve the interest of a select subset of manufacturers without adding much other distinctive value.



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ABOUT US

WHO WE ARE

Tested Green is the nation's leading certification program for businesses that produce green products or use green processes in the manufacture of goods and services. We are endorsed by the the National Green Business Association and the National Association of Government Contractors to provide green certification to federal and state contractors as well as other green small businesses. We currently serve over 45,000 certifications in the United States.

WHAT WE DO

Tested Green provides a simple way to certify your business as "green" and provides a package of advertising tools to show you have a verified green product, service, or manufacturing process. Our unique certification gives you a branded verification website that you can customize for your business. Certification seals are available that automatically link to your custom site to verify your green status.



[REGISTER](#) | [LOG IN](#)

The quickest way to establish Green Certification for your business. Approved for small businesses with under 500 employees.

[LEARN MORE >>](#)

A comprehensive Green Business Certification program approved and available for all business types and sizes.

[LEARN MORE >>](#)

Log in to edit and advertise your personalized certification site.

Email:

Password:

Remember me

[REGISTER](#) | [LOG IN](#) | [TERMS & CONDITIONS](#) | [PRIVACY POLICY](#) | [ABOUT US](#) | [CONTACT US](#)

• \$189.95 for a "Rapid" certification

• \$549.95 for a "Pro" certification

*Sound too good to be true?*

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### Your Spider Sense Was Right



**For Release:** 01/11/2011

**FTC Settlement Ends "Tested Green" Certifications That Were Neither Tested Nor Green**

**Company Allegedly Charged Up To \$549.95 for Worthless Environmental Labels**

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The First and ONLY 100% Certified Organic Mattress and Accessories Line NAOMI Compliant by Pure-Rest

DATE: 07/20/10. TAG: 100% PROPOSED - All the mattresses and accessories in Pure-Rest Organic Bedding Co.'s 100% certified organic line include: Dullberg, Mito, Reno, Reno. Then Pure-Rest beds each of these to create the ultimate in 100% organic and chemical-free.

PHOTO: The Green Seal certification process is a rigorous one. It involves a 100% certified organic mattress and accessories line NAOMI Compliant by Pure-Rest.

Organic is the top priority in the U.S. market for 100% certified organic. The beds allow for the addition of up to 1% certified fibers and chemicals. Pure-Rest does not agree with this double standard. They know that you too organic, and many to be disappointed if you're organic, but because you want the highest standards you can find. There is no compromise with Pure-Rest's 100% certified organic. Pure-Rest has tested its mattresses and when asked about the results, they simply said that it's certified organic. Because 100%.

Most manufacturers are not even aware that GOTS (Global Organic Textile Standard) and GOTS 100, allow the percentage of inorganic. To keep you healthy, Pure-Rest has implemented strict standards. The Pure-Rest guarantee is that you will not find a pure mattress in the United States. Pure-Rest is a pure mattress that Pure-Rest offers. It's done. You will not see the industry 100%.

No bleaches, no dyes, no formaldehyde, no pesticides, no petroleum derivatives, no plastics, no dioxin, no sulfur, no lead, no heavy metals, no lead, and no formaldehyde, no products of any kind that are prohibited.

NAOMI is a voluntary standard of the organic mattress industry that protects consumers from chemicals that do not meet from a high standard. Misrepresentations can have a great deal to help educate consumers.

Certified U.S. Organic from United to Associated Lanes and certified in growing and processing in Oregon, TN.  
 Certified Organic from Hawaii to Associated Lanes and certified in GOTS.  
 Certified Organic Cotton, tested to Associated Lanes and certified in GOTS (GOTS).  
 Certified Organic U.S. Cotton Bedding from a responsible and machine washable organic product accessories.  
 Healthy Line of Organic Mattresses will ensure a comfortable night's rest from home.  
 Contact: pr@pure-rest.com or pr@pure-rest.com  
 SOURCE: Pure-Rest Organic Bedding Co.

### The First and ONLY 100% Certified Organic Mattress and Accessories Line NAOMI Compliant by Pure-Rest July 20, 2010

*"NAOMI is a voluntary standard of the organic mattress industry that protects consumers from chemicals they do not even know to ask about. naomiorganics.com has a great site to help educate consumers."*



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### FTC to mattress companies: Don't pad your green claims

- By Lesley Fair
- July 25, 2013 - 11:08am

If you or your clients make environmental marketing claims, don't sleep on three actions the FTC just announced against companies that sell mattresses. What's more, the pleadings in one case offer insights into a course of conduct advertisers should avoid in the use of seals and certifications.

What about the certification angle? Ecobaby's promotional materials prominently featured the seal of NAOMI, the National Association of Organic Mattress Industry. The FTC says the ads conveyed to consumers that NAOMI was an independent certifying organization with appropriate expertise that grants its seal based on objective standards. The truth, says the FTC, is that NAOMI is run by Ecobaby and is really an alter ego of the company. Thus, the company awarded its own seal to its own products without applying objective standards, a practice that (surprise, surprise) ran afoul of Section 5.

Addressing the deceptive use of the NAOMI seal, the Ecobaby order puts a provision in place to end misrepresentations about certifications.





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## Fake/False/Faux/Fraudulent Ecolabels? They do exist!



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### Logos/Seals Considered Endorsements

**16 CFR Part 255 - Guides Concerning the Use of  
Endorsements & Testimonials in Advertising**

**Must disclose "material connections"**

*"When there exists a connection between the endorser and the seller of the advertised product that might materially affect the weight or credibility of the endorsement (i.e., the connection is not reasonably expected by the audience), such connection must be fully disclosed."*



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### The New York Times

February 13, 2012  
“...ended a controversial 2008 financial arrangement with Clorox under which the company paid the club \$1.3 million over four years for the right to display the Sierra Club’s logo on a new line of “Green Works” cleaning products.”



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### Logos Created By Manufacturers

Example 1: An advertisement for paint features a “GreenLogo” seal and the statement “GreenLogo for Environmental Excellence.” This advertisement likely conveys that: (1) the GreenLogo seal is awarded by an independent, third-party certifier with appropriate expertise in evaluating the environmental attributes of paint; and (2) the product has far-reaching environmental benefits. If the paint manufacturer awarded the seal to its own product, and no independent, third-party certifier objectively evaluated the paint using independent standards, the claim would be deceptive. The claim would not be deceptive if the marketer accompanied the seal with clear and prominent language: (1) indicating that the marketer awarded the GreenLogo seal to its own product; and (2) clearly conveying that the award refers only to specific and limited benefits.



P&G Professional's Green Guarantee is our internal certification program.

We call the environmental part of our sustainability platform Green by Design

The Green Promise® designation is Benjamin Moore's assurance...



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### SC Johnson Settles Lawsuits Over Greenlist Logo

July 7, 2011 - SC Johnson has settled two class action lawsuits that challenged its Greenlist logo – an image the company put on products that met its internal standards for less-harmful products – by agreeing to stop putting the label on Windex bottles. "In retrospect, we could have done a better job at being more transparent and clearer with our label and what it meant," Fisk Johnson, SC Johnson's chairman and CEO, told GreenBiz.



SC Johnson — whose brands include Windex, Glade, Raid, Shout, and Ziploc — created Greenlist, a process for bringing green chemistry to its products by rating raw materials based on their environmental and human health impacts, in 2001, and began putting a Greenlist logo on products that met certain criteria in 2008. But questions arose over the legitimacy of the label and what it meant, since all product vetting was conducted only by SC Johnson, and not a third-party certifier, as with most credible green labels.

The lawsuits, settled for undisclosed amounts, had been brought by individuals in California and Wisconsin, who argued that the use of the Greenlist logo on Windex products did not clearly show it was an internal process as opposed to a third-party seal, and implied that these products were made with environmentally friendly ingredients.

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### Industry/Trade Association Logos

Example 2: A manufacturer advertises its product as “certified by the American Institute of Degradable Materials.” Because the advertisement does not mention that the American Institute of Degradable Materials (“AIDM”) is an industry trade association, the certification likely conveys that it was awarded by an independent certifier. To be certified, marketers must meet standards that have been developed and maintained by a voluntary consensus standard body. An independent auditor applies these standards objectively. This advertisement likely is not deceptive if the manufacturer complies with §260.8 of the Guides (Degradable Claims) because the certification is based on independently-developed and -maintained standards and an independent auditor applies the standards objectively.



*voluntary consensus standard body = (i) openness, (ii) balance of interest, (iii) due process, (iv) an appeals process, (v) consensus, which is defined as general agreement, but not necessarily unanimity*

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### Industry/Trade Association Logos, cont.

Example 3: A product features a seal of approval from "The Forest Products Industry Association," an industry certifier with appropriate expertise in evaluating the environmental attributes of paper products. Because it is clear from the certifier's name that the product has been certified by an industry certifier, the certification likely does not convey that it was awarded by an independent certifier. The use of the seal likely is not deceptive provided that the advertisement does not imply other deceptive claims.



"meet the definition of natural created by the industry's oldest and largest trade association for natural products."



"CRGI designed the Green Wise paint standards and test methods with scientific input from member paint chemists."



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### The "USGBC" Example

Example 5: A marketer's industry sales brochure for overhead lighting features a seal with the text "EcoFriendly Building Association" to show that the marketer is a member of that organization. Although the lighting manufacturer is, in fact, a member, this association has not evaluated the environmental attributes of the company's product. This advertisement would be deceptive because it likely conveys that the EcoFriendly Building Association evaluated the product through testing or other objective standards. It also is likely to convey that the lighting has far-reaching environmental benefits. The use of the seal would not be deceptive if the manufacturer accompanies it with clear and prominent qualifying language: (1) indicating that the seal refers to the company's membership only and that the association did not evaluate the product's environmental attributes, and (2) limiting the general environmental benefit representations, both express and implied, to the particular product attributes for which the marketer has substantiation. For example, the marketer could state, "Although we are a member of the EcoFriendly Building Association, it has not evaluated this product. Our lighting is made from 100 percent recycled metal and uses energy efficient LED technology."





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### 1/4" on a 14" by 10 1/2" page

By local media and awarded as the national design award, later and achieving pick-up from 1200 students. In response, Woodard advised the students to conserve and reuse materials that would program specific and the one-on-one educational and staff training. "We demonstrated why the change was critical," says Woodard. "It's amazing how few also initially understand how to do it and how the program is not really a waste, but it all comes together."

**Sharing His Ideas**  
Woodard passes the information on to his work at UTR. The book service over the industry, in general.

**A Look Ahead**  
With experience, success behind him, Woodard looks to the future of his department and highlights four areas of innovation slated for 2012.

Faculty and Staff: 29,870  
Buildings: 175  
Square feet of cleanable space: 11 million

also involving waste recycling students. The three car stations will be used in eight of 10 locations throughout campus and in areas where student and faculty congestion are high.

In addition to adding outdoor recycling, Woodard is exploring the use of antimicrobial products for cleaning, and also exploring the environmental issues. These new receptacles will also composting capabilities as well as others, which will be used to recycle building materials who are going to go full.

"We are always trying to be on the forefront," says Woodard. "It's really long-term, but if we are going to be first, we want to make sure we do it right."

US PRINCIPAL ARCHITECTS & INTERIORS  
PLUMBING & HEAT MANAGEMENT SYSTEMS  
GREEN DESIGN BUILDING  
GREEN DESIGN BUILDING

**Water only. Or detergent. On-the-fly cleaning productivity.**

**ecolix systems**  
By putting full control of detergent, down pressure, and water flow at your fingertips, the EcoLix™ system helps you apply the exact floor cleaning mixture you need, on the fly. Available only on Advance scrubbers, this flexible cleaning system significantly reduces costs of chemicals and water labor, not to mention environmental impact. So the green, sustainable cleaning with the EcoLix system not only makes perfect economic sense, but ecological sense too. Our free white papers help you see how it [ecolixsystems.com/whitepapers](http://ecolixsystems.com/whitepapers)

**Advance**  
Smart cleaning™

800-876-3333 [www.advance.com](http://www.advance.com)  
FREE INFO Circle 436



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### Looking behind the logo: what purchasers see.

**GREEN HEAT®**

- Proprietary, concentrated ethanol gel formula
- Guaranteed to meet the high standards of today's foodservice professionals
- Does not contain any toxic, poisonous, methanol-based solvents
- Less steel, less packaging, less transportation, less storage, less waste
- Provides benefits of a fully renewable and sustainable farmed resource
- Certified as an environmentally preferable product
- Endorsed by the Green Restaurant Association
- EnviroGreen Certified
- Biodegradable

**NEW PRODUCT**

**EARTH FRIENDLY**

**READY-TO-USE** **CONCENTRATED**

**The EnviroGreen® Environmental Standards**

100% Recycled Content  
100% Recycled Packaging  
100% Recycled Labels  
100% Recycled Shipping Containers



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EnviroKleen ✓  
Green Product Certification & Eco-Label Program

Looking behind  
the logo: what the  
manufacturer  
sees.

Secure Government / Institutional Contracts • Gain Credibility by Verifying Your Green Claims

Attract Environmentally-Conscious Consumers to Your Brand

Showcase Your Company's Corporate Responsibility

Revitalize Declining Product Lines to Hedge a Possible Economic Recession

ChemTel's EnviroKleen™ Certification Program is an affordable "Green Certification" program for environmentally preferable products. ChemTel developed this certification program specifically to help manufacturers / distributors meet procurement guidelines with regard to Executive Order 13101 which directs federal agencies and their contractors to identify and purchase products which have been designated as "environmentally preferable."

Go Green Painlessly: Certify Your Product for as Low as \$1,500.00

As Fast as 10 Days for Approval • NO Need to Disclose Sales Figures • LOW Certification Fee

Free Annual Re-evaluation of the EnviroKleen Mark on Labels and Marketing Materials

Usually NO Testing Required • NO Plant Audit Required

EnviroKleen Standards:

- Standard 01: Industrial / Institutional Cleaners & Household Cleaners
- Standard 02: Paints
- Standard 03: Industrial / Institutional Hand Cleaners
- Standard 04: Cleaning and Degreasing Agents
- Standard 05: Industrial / Institutional Floor-Care Products
- Standard 06: Adhesives
- Standard 07: Laundry Bleach
- Standard 08: Ammunition
- Standard 09: Process Water Treatment Chemicals \* NEW \*
- Standard 10: De-icing, Ice Melting Chemicals \* NEW \*

For more information contact ChemTel today:  
sales@chemtelinc.com or visit www.enviro-kleen.org



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### RPN's Responsible Purchasing Trends Reports

#### Most Utilized and Recognized Standards

Standard	Recognized/ Utilized
Energy Star	100% / 94%
LEED	91% / 70%
Green Seal	90% / 66%
EPEAT	81% / 61%
FSC (Forest Stewardship Council)	76% / 46%
EcoLogo (Environmental Choice)	87% / 46%
Chlorine-Free	90% / 45%
EnergyGuide	77% / 36%
GreenGuard	71% / 29%
USDA Organic	76% / 28%
Fair Trade Certified	72% / 28%
CRI Green Label	58% / 23%
C2C (Cradle-to-cradle)	70% / 20%
SFI (Sustainable Forest Institute)	59% / 19%
Green-e	51% / 19%
SCS (Scientific Certification Systems)	47% / 15%
DfE (Design for Environment)	61% / 15%
WaterSense	48% / 9%

#### Recognized/Used Standards, Eco-labels & Certifications

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%
SFI (Sustainable Forestry Initiative)	64% / 22%
DfE (Design for Environment)	62% / 27%
Green-e	58% / 20%
WaterSense	57% / 21%
Rainforest Alliance Certification*	56% / 11%
SCS (Scientific Certification Systems)	48% / 13%
MSC (Marine Stewardship Council)*	45% / 9%
Level (from BIFMA, Business and Institutional Furniture Manufacturer's Association)*	40% / 9%



Because Every Purchase Matters



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## Two Good Resources

NASPO Green Purchasing Guide

[http://www.naspo.org/content.cfm/id/green\\_guide](http://www.naspo.org/content.cfm/id/green_guide)



National Association of Counties (NACo)  
Green Purchasing Tool Kit

<http://www.naco.org/greenkit>

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## Four Basic Categories of Eco-Labels

NACo Green Purchasing Toolkit

- (1) those issued by an independent third party,
- (2) partnership and recognition programs,
- (3) eco-labels issued by a trade group or industry association, and,
- (4) those issued by a company for its own product, or “self-declared.”

- Independent third-party certification offers the most credible eco-label.
- The best eco-labels are developed by multi-stakeholder standard-setting processes that allows for public comment.
- Multi-attribute labels that integrate a range of product quality and environmental issues into certification are generally a more robust choice.

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### Commonly Cited Green Seal Standards

- GS-1 Sanitary Paper Products
- GS-11 Paints and Coatings
- GS-33 Hotels and Lodging Properties
- GS-37 Cleaning Products for I & I Use (GP, restroom, glass, and carpet cleaners)
- GS-40 Floor-Care Products for I & I Use (finishes and strippers)
- GS-41 Hand Cleaners for I & I Use
- GS-42 Commercial and Institutional Cleaning Services
- GS-43 Recycled-Content Latex Paints
- GS-46 Restaurants & Food Services
- GS-47 Stains and Finishes
- GS-51 Laundry Care Products
- GS-53 Specialty Cleaning Products for I & I Use

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### Why Third-Party Certification Matters to Sustainability?

- Already required in other procurement areas
- Environmental & human health concerns are complex
- Reduces the effort needed for identifying and purchasing environmentally responsible products and services in support of policies, legislation and Executive Orders to “buy green”
- Helps ensure you’re actually purchasing *what you think you’re purchasing*

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